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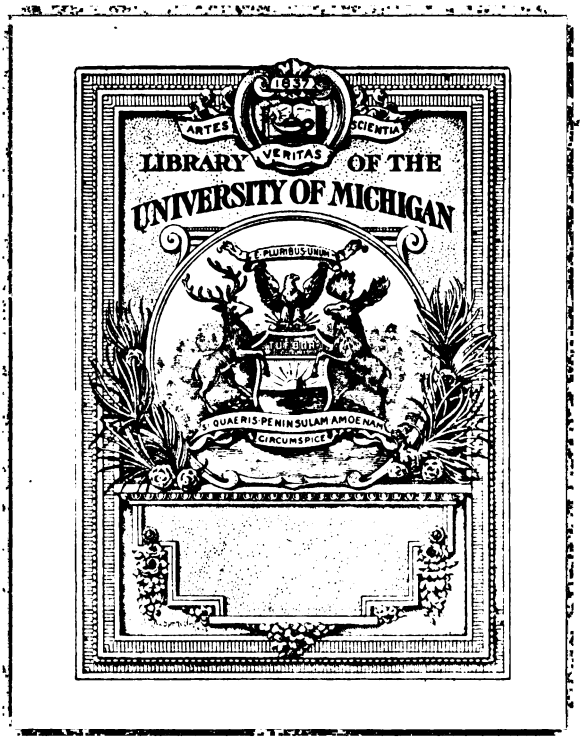
NEWS·ADS AND·SALES

JOHN B. OPDYCKE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NEWS, ADS, AND SALES

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NEWS, ADS, AND SALES

THE USE OF ENGLISH FOR COMMERCIAL PURPOSES

BY

JOHN BAKER OPDYCKE

CHAIRMAN, ENGLISH DEPARTMENT, JULIA RICHMAN HIGH SCHOOL, NEW YORK CITY

FORMERLY INSTRUCTOR IN ENGLISH IN THE HIGH SCHOOL OF COMMERCE, NEW YORK CITY

Learning a business involves the learning of the principles underlying that business.

— HERBERT SPENCER.

New York

THE MACMILLAN COMPANY

1914

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FOREWORD

The Subject. — A few years ago it was more or less necessary for a teacher of English to apologize when he mentioned commercial English. He stood in fear of the "culturists." Now the live, efficient teacher of English must apologize if he does not mention it, the "culturists" notwithstanding. He has no quarrel with those who argue for the classics; he believes in the classics too, but this belief does not move him to *dis*believe in commercial and industrial English. He recognizes the two as *different*, not as *antagonistic*, each with a place peculiarly, even exquisitely, its own. Indeed, he is almost ready to say that they are complementary one to another. At least he knows that often enough pupils find themselves immersed in the classics without having had any adequate preparation for them. And he knows that there is no better preparatory medium than the good magazine or good newspaper; no better vehicle of transition from formal grammar and composition drill to the classics than the best that is printed and circulated among us right here and now. In English too —

> "The common problem, yours, mine, every one's,
> Is . . . . . finding first
> What may be, then find how to make it fair
> Up to our means."

We cannot impose perfection from above; we may be able to lead, not jump, up to it from below. This great middle ground of current written English has, up to the present time, been omitted practically altogether, — at least as far as any systematic instruction is concerned. The omission has been a great loss, not only in and of itself, but it has entailed peculiar problems of maladjustment and negative appreciation when the pupil has finally been confronted with the more specifically so-called cultural types.

The Aim. — The aim in the study of the materials here presented is *not* to make great newspaper men, advertisers, magazine

275970

writers, or salesmen of our pupils. It is rather to acquaint them with those most obvious forms of expression that are right at hand; to inculcate habits of observation in regard to English expression for laboratory (classroom) discussion and experiment, very much as the teacher of biology inculcates the same habits for developing efficiency in the scientific laboratory. The aim, in short, is to make a place for *home* or *local* English in very much the same sense in which we have local history, local geography, local industries, local biology, local mathematics, etc. The average high school pupil (as well as college freshman) does not know how to get the most out of a newspaper, understands little of the magazine, sees nothing on the bill-board but paint, print, and picture, pays almost no attention to the technical operations of buying and selling going on all the time and everywhere about him. This is distinctly *not* as it should be. There is no bigger field of opportunity for the teacher of English than to instruct in and about these seemingly commonplace matters; none that will be richer in ultimate yield. If by any chance such study should inspire a pupil to more advanced inquiry, should help him the better "to find himself" and his life work, something far more worth while will have been accomplished than either the teacher or the author dares to hope for.

The book is purposed for the last two years of high school or the first of college. Its introduction and use should follow some work in English composition along industrial and commercial lines; and of course a thorough understanding of letter-writing in all its forms is to be taken for granted. In fine, the study of such subjects as are treated herein should follow a thoroughgoing study of the more elementary types of commercial composition.

The Plan and Scope. — *The newspaper is dealt with first and most fully because, in addition to being a dispenser of news, it is a wide and important advertising medium, it is always a compendium of the records of buying and selling, and at certain stated times it is a magazine as well.* Having studied the newspaper thoroughly, we shall have studied to some extent, to a great extent, magazines, advertising, and salesmanship also. But the order of treatment is by no means to be regarded as the only order of study. All four subjects may be studied together at one and the same time through the newspaper; or that one may be taken up first that most easily and naturally correlates with the life and experiences of the community in which it is studied.

A bibliography has been furnished in the appendix with the hope that pupils may be encouraged to "read on" and acquaint themselves with the whole field, — a field so broad and varied and fluctuating, and so rapidly growing that no mere textbook in it can do more than suggest methods of observation. It is because of this very elusiveness of total grasp that there has been no attempt at finality in this volume. A book must be as open as the subject of which it treats. Of course the temptation to compile statistics has been a strong one, as has also the temptation to quote extensively, but both have been generally resisted. The "last word," especially the "statistical last word," is obviously impossible in any book on such a subject; it would not be desirable, perhaps, if possible. The most that has been attempted is a wide-range suggestiveness; so that the various subjects treated may be covered only provided the lines of investigation suggested by the text and the questions are followed up.

The Method of Study. — 1. Newspapers, magazines, advertisements, and salesmanship literature should always be used in close connection with the text. The classified lists of newspapers and magazines issued by the American News Company and the various bulletins, circulars, and periodicals of the wholesale and retail trades must be in the hands of pupils and teachers, or no adequate study will be possible. Usually these may be had for the asking; rarely is the cost of any of them more than a few cents. It is because all these materials are so cheaply and easily accessible, that the actual illustrative matter in the following pages has been kept at a minimum.

2. Pupils should be encouraged to consult newspaper, magazine, advertising, and mercantile offices freely for the elucidation and elaboration of their study. A spirit of courteous and interested inquiry will always be met kindly and helpfully. Each pupil must regard himself as an independent investigator along some one particular line, — a certain kind of newspaper or magazine, or some important phase or method of advertising or salesmanship, perhaps, — as well as a general student in all the lines of study that thought and observation suggest.

3. The results of all investigations, general or special, should be tabulated and filed, either on cards in filing cabinet drawers or in carefully indexed and appendixed notebooks. Certain cards (or certain portions of the notebooks) should be reserved for original

efforts in advertising and newspaper writing; certain others for unique selling records and experiences, and still others for the preservation of salient and appropriate clippings accumulated during the study.

4. The outlines following the lessons in the magazine, advertising, and salesmanship are by no means hard and fast. They should be revised and expanded according as the study and research suggested by the questions may demand. In addition to these, outlines similar to the "Table of Contents" for the newspaper study (page xi) should be "tried out" for these three subjects.

Acknowledgments. — Wide travel, close observation, special study, consultation with "big business," and experience as a newspaper writer and as a teacher of English in commercial schools constitute the composite authority to which the author is chiefly indebted in this work. But his indebtedness to other sources of information is so heavy as to make any adequate acknowledgment here impossible. During the time the book was in preparation upwards of three hundred letters were sent out to newspapers, magazines, and business houses all over the country, and to every one of them came a prompt, courteous, generous letter (oftentimes more than one) in reply. These replies, compiled and published together with the excerpts and other materials they almost invariably contained, would make, perhaps, a more helpful, certainly a more interesting, volume than the one that has resulted. It is one of the author's keenest regrets that the limitations of space have made it impossible for him to quote from this correspondence, as well as from newspapers, magazines, and business records, as fully as he desired to do. The most he can do here and now, however, is to offer general thanks to the many contributors that are not quoted, and special thanks to the few that are. Among the latter he acknowledges special obligation for information and for privilege of quotation to *Collier's Weekly*, *Munsey's Magazine*, *The Outlook*, *The Independent*, *The Literary Digest*, *McClure's Magazine*, *The World's Work*, *Harper's Magazine*, *Scribner's Magazine*, *Judicious Advertising*, *The Century Magazine*, *System*, *The Ohio Farmer*, *The House Beautiful*, *The Ladies' Home Journal*, *The Saturday Evening Post*, *Obiter Dicta* (house-organ of The Curtis Publishing Company), and to the various newspapers quoted, too numerous to mention here but like the above always duly accredited in connection with the quoted matter; for valuable aids in devising the lessons in Salesmanship, to Gimbel Brothers

and the R. H. Macy Company, of New York City, Frederick Loeser and Company, of Brooklyn, and Marshall Field and Company, of Chicago; for cuts of newspaper machinery and much detailed information about newspaper manufacture, to the R. Hoe Company and the Mergenthaler Linotype Company, of New York City; for cuts of advertisements, to the advertising management of the companies herein represented; for assistance in gathering data for bibliography and general statistics, to the Business Book Concern of New York City; for privilege of quotation from Given's *The Making of a Newspaper*, Dibblee's *The Newspaper*, and Ross's *The Writing of News*, to Henry Holt and Company (though the indebtedness to these volumes is one of inspiration rather than of direct quotation); finally, the author wishes to acknowledge his particular obligation and to express his gratitude to Mr. Guy M. Carleton of the High School of Commerce, New York City, for the magazine and advertising outlines (pages 105, 137), for valuable assistance with the proof, and for much general suggestion.

J. B. O.

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PART I

THE NEWSPAPER

NEWS, ADS, AND SALES

CHAPTER I

THE NEWSPAPER FIELD

THE newspaper is a modern miracle. It has its real beginning in the spruce tree whose verdant green refreshes you when you are hot and tired. It comes into its own when, keen and cool, you find it by your breakfast plate in the morning. Of course it has undergone a change, a wonderful change. It has made a long and miraculous journey. In order that it may lie there before you, thirty acres of forest land have been denuded to get the fifty miles of extra-wide paper necessary for a single edition. But you have paid only a penny for it, and for this penny you have procured both a necessity and a luxury. The newspaper is almost as necessary as your food and clothing; and it is far more luxurious as a possession than anything on the table before you. Your orange may have come from California, your tea from Ceylon, your china from Japan, but your newspaper comes from all of these and a hundred other places every morning *with intelligence.* And more, that clean, ordered, well-Englished sheet that greets you, bears upon it the impress of an inventive genius that has been equaled in no other field of modern progress.

Only a few years ago, in 1886, Ottmar Mergenthaler announced from Baltimore that he had discovered a machine method for setting type. Since that time the slow, old-fashioned method of typesetting by hand has been practically discontinued, except in the job and advertising print shops. And since then, with an almost unbelievable rapidity of achievement, machine after machine has been invented to facilitate printing, until the press-room of the great city newspaper seems to be endowed with almost human faculty. It would seem that the only thing left to invent

is a machine to read the news. But until that is done, you may browse in the mystery of print before you and thus aid both your mental and physical digestion, even though you are said to be unsociable for doing so. Man has become so absorbed with his new printing toys that he has almost forgotten he has a tongue. Speech, conversation, oral English, oratory must all await his return from these new mechanisms of such engrossing interest. He has found speed, accuracy, permanence, and wide circulation, all at once, for his expression, and he will make the most of his new discoveries, at whatever cost.

There is great expenditure to be made, too, though you would never imagine it, looking over your cup at this penny purchase of yours. You do not see the spruce tree. You do not even think of it. Well, neither do you think of the more recent writhings of that proper-looking sheet. You see nothing about it to make you think of the high tension under which its news was assembled. It says nothing to you now of the strategic situations, hairbreadth escapes, telephone buzzings, telegraph clickings, nerve-racking races, callings from above and below stairs, stress and strain, grip and grind, of its office experiences a little while ago. Its troubles are a closed book to you. It conceals family secrets with much dignity, though its editor may have hinted at domestic trials by his sigh of relief when he saw it finally turned from the press, — a prodigy of confusion suddenly transformed into a model of orderliness.

What constitutes News. — News is the record of interesting current happenings. It is valuable news just in proportion to its general appeal. It is valuable current news just in proportion to its general appeal and its timeliness. A happening is an event of local, national, or world interest, whose value is decided wholly by its intensity of general interest rather than by its location or general quality. When Mrs. Snobb scans the paper for the latest fashion plates, she is not looking for news in the real sense of that word. When Mr. Snobb eagerly looks for a luscious bit of club scandal, he likewise is not seeking real news. Again, when the private affairs of Mr. and Mrs. Snobb are paraded in the columns of some paper, such material cannot be said to constitute news. In short, gossip, scandal, useless exposure and kindred subjects are not news, however interesting they may be to certain readers.

On the other hand, news may be as varied in its character as there are characters to read it. For the broker the quotations of the stock market constitute news; for the military man the movements of armies constitute news; for the physician the records of disease constitute news. Thus, every field of human activity has its own specific type and province of news, just as each reader of this particular type of news has also an interest in general news. For the average reader, then, news is the report or the record made and distributed day by day of those happenings of general interest that occur all over the world.

The Reason for the Newspaper. — Our besetting plague is that we want to know. Hardly are we born before we begin to reach out in search of knowledge. As soon as we can babble, we *ask*. And we are hardly ever answered unless the answer itself suggests another question. As we grow older and life becomes more complex, new needs are constantly created. The more complex life becomes, the more complex its questionings become; consequently, the more complex must the answer be. The newspaper is the answer to the complex, involved questionings of modern life. As has been said, it is a necessity and a luxury combined. Half a century ago, before we had such perfect transoceanic communication as we now have, newspapers used to dispatch sailing vessels out to sea to meet incoming vessels in order to get the European news. So eager did the competition become, that sometimes those news vessels were sent all the way across the ocean purposely for news. Surely news was a luxury in those days! So, now, without our great modern newspaper facilities for gathering news (see page 21), vital decisions, weighty questions, important state and national matters would be held up weeks and even months. The newspaper is read every morning and every evening by large numbers of people who depend upon it for carrying out actual business transactions. Take away this agent of service from this class of readers alone and commercial stagnation will result.

But the newspaper does much more than meet the needs of modern life. It is a school in and of itself. It instructs, not only the young, but the adult as well. More, it makes for moral uplift. Most of the reforms of modern times are the reforms that have been launched by the newspaper. We need to think but a moment in order to recall some great achievement of this kind

on the part of a newspaper. The warfare against tuberculosis, the good roads campaign, the quiet-Fourth appeal, and a number of other movements crowd upon our minds in this connection. Hence, we can understand why we have the newspaper. We have it not only because it fills a great need in our modern life; we have it also because it satisfies the craving for knowledge natural in man, because it entertains in a wholesome way, if we but exercise judgment and discernment in the selection of its contents.

THE KANSAS CITY STAR

WILLIAM R. NELSON,
EDITOR AND OWNER.

Address all Letters
THE KANSAS CITY STAR, KANSAS CITY, MO.

SUBSCRIPTION RATES.—Morning, Evening and Sunday (thirteen papers a week), delivered by carrier in Kansas City and vicinity, 10 cents a week.
By mail, postage prepaid, 15 cents a week; one year, $7.80. All mail subscriptions are payable in advance.

Entered at the postoffice in Kansas City for transmission through the mails as second class mail matter.
Postage for single copies—For an 8, 10 or 12-page paper, 1 cent; 16 to 24 pages, 2 cents; over 24 pages, add 1 cent for each 8 pages or fraction of 8.

During April the paid circulation of THE STAR was as follows:

Evening and Sunday (daily average)	183,840
Morning (daily average)	180,434
Weekly Star (average)	290,545

The Newspaper Organization.—It is evident of course that anything so complex as the modern newspaper has come to be must be highly departmentalized. Newspaper organization, especially in our large cities, is very much like a clock in its essential factors or parts, in their harmony of operation, and in the regularity of their movement.

If we look at the top of the first column of the editorial page of almost any newspaper, we shall see the name of the owner or proprietor of that paper. If not this, it may be that we shall find the names of president, secretary, and treasurer. Whichever it is, we may be sure that we have found the head of the organization, the one whose word in regard to the policies of the paper is law. Many newspapers are organized on the stock company basis, with a president at the head. This kind of organization is comparatively recent and is partly the result of the invention of high-priced machinery which has required large capitalization for its installation. The "one-man newspaper" is the original type of organization, and some of the best papers of the country are still owned out and out by a single individual. Examine the excerpt above and the one opposite in this connection.

Under the president or owner, the newspaper organization or management is divided into three parts:

1. The editorial.
2. The business.
3. The mechanical.

1. The head of the editorial department is the *editor-in-chief*. He has general charge of the reading columns of the paper and of the editorial policy. He is subject only to the one man or officer higher up and he almost always "has his way" in the editorial and news management of the paper. He is, in short, responsible for the *news*paper. Under him is the *managing editor*, upon whom fall principally the details of newspaper management. He *manages* the reading matter of the paper, makes assignments to reporters and to special sub-editors, looks after the office detail, reads parts of articles submitted to him which he has previously assigned, and receives and listens to complaints, oral, written, and telephonic, from everybody, even though he does not always heed or remedy. As a rule his duties are so numerous and so onerous that there is an assistant managing editor appointed to relieve him. Under the managing editor is the *city editor*. If the paper is issued both morning and afternoon, there are a night

New-York Tribune

WEDNESDAY, APRIL 1, 1914.

Owned and published daily by The Tribune Association, a New York corporation. Ogden M. Reid, President; G. Vernor Rogers, Secretary and Treasurer. Address Tribune Building, No. 154 Nassau street, New York.

SUBSCRIPTION RATES.—By Mail, Postage Paid, outside of Greater New York:

Daily and Sunday, 1 mo...	$ .75	Daily only, 6 months.....	$3.00
Daily and Sunday, 6 mos. .	4.25	Daily only, 1 year	6.00
Daily and Sunday, 1 year .	8.50	Sunday only, 6 months ...	1.25
Daily only, 1 month.....	.50	Sunday only, 1 year	2.50

FOREIGN RATES		CANADIAN RATES	
DAILY AND SUNDAY:		DAILY AND SUNDAY:	
One month.....	$1.55	One month.....	$ .75
One year	18.50	One year	8.50
SUNDAY ONLY:		DAILY ONLY:	
Six months	3.07	One month.....	.50
One year	6.14	One year	6.00
DAILY ONLY:		SUNDAY ONLY:	
One month	1.02	One month	.50
One year	12.26	One year	4.58

Entered at the Postoffice at New York as Second Class Mail Matter.

The Tribune uses its best endeavors to insure the trustworthiness of every advertisement it prints and to avoid the publication of all advertisements containing misleading statements or claims.

city editor and a day city editor. The work of this important official is to look after the local news, — news within a radius of one hundred fifty miles of the center of issue. The *telegraph editor* is probably next in importance. In large offices news is constantly coming in from remote parts by telegraph and is received by the telegraph editor. Usually a code is used for the transmission of news by telegraph. The telegraph editor's work therefore consists not only of taking the code, but of translation as well, and he has reporters assigned to him to write up the stories received over the wire. In addition, there are the various departmental editors, — the *sporting editor*, the *art editor*, the *dramatic editor*, the *literary editor* or *reviewer*, the *household editor*, the *financial editor*, the *exchange editor*, who reads papers from all parts of the country and clips from them, the *musical editor*, the *Sunday editor*, the *illustration editor* and his photographers, the *make-up editor*, and perhaps others, — all of whom may have their own subordinates and all of whom are under the immediate direction of the managing editor himself. And last, but by no means least in importance, are the *reporters*, who get, submit, and often write the news, and the *copy readers*, who read, revise, and headline the "write-ups," in readiness for the composing room.

2. The head of the business department of a newspaper is the *business manager*. He must be a man of keen business insight and wide business vision. He must make the paper pay. He must reckon, perhaps, with a forty or fifty thousand dollar weekly pay roll and *meet* it. He must therefore see to it that his paper carries a large number of well-paying advertisements, that it is widely circulated, and that his accounts are accurately kept. To this end he must have alert advertising and circulating managers and a competent cashier. The *advertising manager* concentrates upon securing advertisements. Wide circulation and the quality of readers are two large factors in this. A corps of solicitors will be kept busy in this field alone, getting both classified and unclassified advertisements. There may also be in a highly organized office experts in advertisement writing. The *circulation manager* must have his paper supplied when and where it is wanted. He must not only maintain a good circulation, he must also be constantly on the *qui vive* to increase that circulation. Further than this, he must keep track of different kinds of circulation, — mail,

news-stand, railroad, — and he must so calculate the demand, fluctuating though it frequently is, that there be little or no loss by way of excess supply. His subordinates are the mailers, porters, drivers, messengers, and other manual and clerical workers that are necessary to help in the distribution and to keep a record of it. As a rule the circulation department of a newspaper employs a larger number of workers than any other department. The *cashier* of the business department of a newspaper must of course take charge of the collection, the protection, and the payment of moneys. He has a force of efficient clerks and bookkeepers under him and not infrequently a great newspaper will have an auditing force in addition.

3. In the mechanical department of a newspaper there are likewise three chief divisions. The *foreman of the composing room* looks after getting the news into type. The *foreman of the stereotypers* superintends the conversion of this type into metal plates for the presses. The *superintendent of the press-room* supervises the running of the paper through the presses, at the conclusion of which process it is ready for delivery.

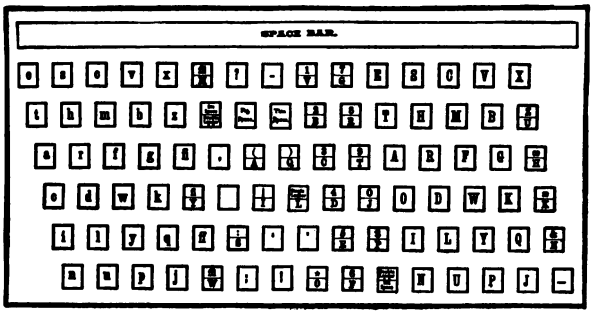
This, in general terms, is the newspaper organization for a large city publication. It varies somewhat, of course, according to the size and importance of a community. As has been indicated, if both morning and evening editions of a paper are issued, two complete organizations, from managing editor down, are maintained, and they work quite independently, usually having separate offices and equipment.

The Newspaper Manufacture. — A consideration of the actual manufacture of a newspaper brings us to the holy of holies of the newspaper sanctum. Here we are confronted with mechanical mysteries which we shall not attempt to understand except in a general way. To possess ourselves of fuller knowledge of the intricate printing machinery we should visit the mechanical department of some newspaper where the machinery is being operated. But even then we cannot gain anything but a superficial idea of its workings, unless we happen to have some technical knowledge of mechanics. Perhaps it will be best for us to make a little journey along with a news article that is ready to be sent to the composing room and mark the stages of that journey. A news article is called *copy* during its career through manufacture,

and to be "ready for the composing room" means that it is written on one side of the paper only and that its lines are widely spaced.

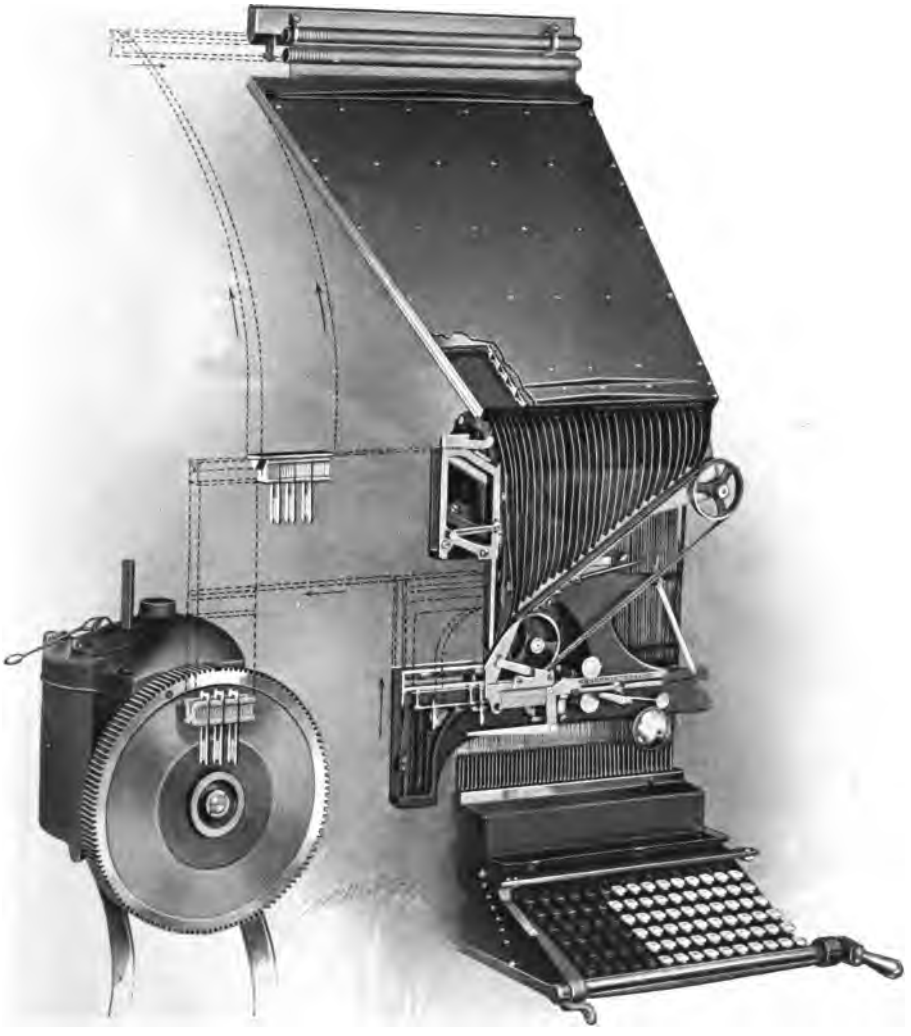
1. We shall be slipped through a pneumatic tube or taken by a boy to the *copy cutter*, for our copy must be cut into sections so that it may be distributed to several typesetters. Each section is called a *take* and when set up in type will occupy a space of only a few inches. Several *takes*, not only of one copy but of many, are thus being distributed. In this way the total number of articles for an issue is much more quickly turned out by the typesetters than would be possible were each one assigned the whole of one article instead of sections of many. But this cutting of all copy requires that some system be observed in keeping track of the distributed parts. The copy cutter must manage this. Usually it is done by a system of numbers and letters. Always the last section of an article is marked X or "end." It is important that great accuracy be observed because those who later assemble the *takes* do not read the contents.

2. We go now with a section or *take* to the typesetter. He used to stand before a waist-high cabinet of types, picking out and setting or arranging them in words according to the requirements of the copy before him. Now he is called a *linotypist* and does his work by means of a linotype machine (opposite) which is operated from a keyboard somewhat like that of a typewriter (see below). This



A Linotype Keyboard

wonderful mechanism not only assembles the type required but it distributes it as well after use. Moreover, it sets the type up in lines called slugs (see page 9); hence, the name, *lino*type. Each linotypist is numbered and is known at work as *Slug 7* or *Slug 8*, accord-



(Courtesy of the Mergenthaler Linotype Company)

THE LINOTYPE MACHINE

This illustration shows the manner in which matrices are constantly circulated in the Linotype. From the magazine they are carried to the assembler, then passed to the mold, where the line is cast, and from the mold after casting they are raised to the top of the machine and redistributed to their proper channels in the magazine.

(*Courtesy of the R. Hoe Company*)

A Matrix

(*Courtesy of the R. Hoe Company*)

A Stereotype Plate curved to fit the Press Cylinder

ing to the number of his section of slugs. This number he also sets up in type and attaches it to every section of typed material he turns out. By this means typographical errors may be traced directly to the one responsible. In case an advertisement is to be set up or any other article calling for irregular lettering, a machine called the *monotype* is used. This is a comparatively new device, is very expensive, and has so far been introduced by only the large metropolitan papers. It is operated in the same way as the linotype and its operator is called a monotypist.

A Bunch of Slugs

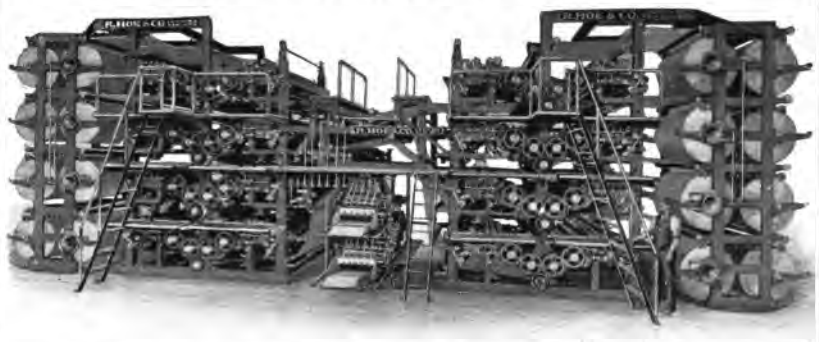
3. The sections of our copy are now re-assembled, accompanied by their corresponding typed sections. These latter are arranged in the order indicated by the copy cutter's marks on the copy. The *bankmen* who do this re-assembling stand at a high, slanting table or cabinet called a *bank*. They are obliged to work quickly — as all people in newspaper offices are — and they must consequently be guided solely by the copy cutter's system of marking. The sections are placed in a long form called a *galley*. This is then taken to the proof press, where proofs are made in triplicate, one for the managing editor, one for the composing room foreman, and one for the proof readers. The copy is sent to the *copy holder*, who reads aloud from it to the proof reader, who follows the proof. Corrections are indicated and the proof is returned to the composing room. Here the corrections are made and a second proof is taken. After this has been returned, the various news articles, of which ours is one, are arranged by one of the editors in the order desired for publication. This is called make-up (see page 59), and as fast as one page is thus arranged or made up, the columns of type are ordered "locked up"; that is, fixed tightly and solidly in place.

4. And as we go on with our story the miracle of our journey increases. This solid page of metal type now has placed upon it a sheet of damp *papier-mâché*. Subjected to pressure and heat, this *papier-mâché* sheet takes upon itself the exact impress of the metal type and it has accordingly changed its name. It is now a *matrix* (opposite). Bent to semicircular form it is placed in an oven and

baked. Then this matrix is placed in what is probably the most wonderful of all modern inventions, — the *autoplate* or *multiplate.* Almost immediately the heavy metal cylindrical plates (see insert facing page 9), all ready for the press, begin to issue from this "human machine" at the rate of five a minute. Up to a few years ago the plate was developed from the matrix by hand. This was done by placing it in a molding frame and filling it with molten metal. Then, after solidifying, the metal was cooled and the plate was ready. But now, in the best equipped offices, the marvelous, if expensive, autoplate is used, for it reduces the time from make-up to pressroom cylinder to less than ten minutes.

5. We have arrived at the press-room, nearly the last stage of our little journey. The semicircular metal plate which bears our news article is placed along with many others of its kind upon a cylinder in readiness to meet the paper. The paper that is used is no longer made from rags but from wood pulp. It is shipped to the newspaper printing room in huge rolls weighing half a ton or more and measuring a little over four average newspaper sheets in width. Perhaps you may have seen these rolls standing on end on the pavement. They are adjusted before the printing presses in such a way that three or more of them may be fed without stopping the press. When one roll is nearly exhausted, another revolves in back of it, and the paper, being well covered with paste, adheres to the old roll, making one continuous sheet. The movement is always forward and revolving and is therefore conducive to great speed. The ink used is composed mostly of oil and lampblack and it is a thick, glutinous substance, not at all like the ink in our school desks. It is fed from ink cases upon large gelatine rollers which are in contact with the cylinder that carries the typed plates. After a long, irregular, but accurate course the roll of paper, as if by magic, comes out at the other end of the press a full-fledged newspaper, printed, pasted, folded, and counted! Owing to the fact that newspaper publishers must get all their papers on the market as quickly as possible, several cylinders bearing the metal plates are run at once. This is the reason the quick and generous autoplate is used. The name "printing press" is collective. It invariably means double presses or quadruples or double quadruples or sextuples or octuples or some other higher combination. If our paper of, say, eight pages is to

LARGEST NEWSPAPER PRINTING MACHINE IN THE WORLD



R. HOE & CO.'S DOUBLE OCTUPLE NEWSPAPER WEB PERFECTING PRESS WITH TWO PAIRS OF COLOR CYLINDERS

CAPACITY OR RUNNING SPEED PER HOUR:

With eight Folders and eight deliveries

300,000	papers of	4, 6 or 8 pages.
150,000	"	" 10, 12, 14 or 16 pages.
112,500	"	" 18 or 20 pages.
75,000	"	" 22, 24, 26, 28, 30 or 32 pages.

Larger products in proportion.

All delivered folded, cut, pasted if desired, and counted in piles.

The machine is equipped with two extra pairs of cylinders for printing in colors when desired. Among other color products, the press is capable of turning out papers with any number of pages from 8 to 48 with the two outside pages and two of the inside pages printed in four colors and black, and all the other pages in black only.

The machine is fed from eight rolls of paper, each the width of four newspaper pages, and the printing is done from 128 curved stereotype plates.

The running speed is 312 revolutions per minute of the printing cylinders, and when using the full complement of eight rolls of paper the consumption of paper is at the rate of 108 miles an hour, 6 feet wide, or 216 miles an hour, 3 feet wide, weighing about 18 tons.

The dimensions of the machine are as follows:

Length	48 feet.
Width	8 feet.
Height	19½ feet.
Weight	350,000 lbs.

It is composed of approximately 65,000 separate pieces.

(Courtesy of the R. Hoe Company)

be printed on an octuple press, eight plates of each page will be carried on the cylinders, or a total of sixty-four plates. And this is the capacity of but one octuple press. Usually eight or nine such presses, or larger ones, are used in turning out the big metropolitan dailies, with the result that 800,000 eight-page papers can be issued hourly. It is little wonder then that such a mechanism (illustration facing this page) is a marvel of complication.

6. But perhaps our article is to be illustrated. In this event there is an additional process. The drawing or the photograph, whichever it may be, is photographed in the fully equipped studio to be found in every large newspaper office. After it is developed, the film is removed from the plate and is placed, reversed, on a heavier piece of glass. This in turn is placed upon a piece of sensitized zinc and exposed to electric light. Now, removing the glass, the drawing or photograph is found indicated on the sensitized zinc. This is inked, treated by certain chemicals, among which is nitric acid, used to eat the zinc away where it interferes with the lines of the picture, and is mounted on a piece of wood in order to give it the same height as the type in the article it is to accompany. Before being sent to the make-up men, it is carefully gone over by operators called *routers* for the purpose of cutting away all the superfluous zinc and making the picture stand out clearly. The little block, now called a *cut*, is adjusted in the proper place, and goes its journey through the presses along with the article we have been following. The whole process requires only about a half-hour. If the picture is started at the same time that the copy is sent to the copy cutter, it is invariably prompt at their meeting with the make-up men. There are other processes widely used in photographic reproduction, but the one that has been here briefly outlined is one of the quickest and the one in most common use.

7. Our next stage is not one of manufacture but rather of delivery. If the paper is for local city distribution, it is whisked away to news-stands by train and automobiles. The news-agent is the middleman between the reader and the press-room. Some deliveries are made to him by the American News Company, and he must pay about seventy-five cents a week for such service. Of course he must also pay for his papers at the rate of three cents for five, if he is dealing in a penny sheet; at a propor-

tionately higher rate, if the paper costs more. In case the paper is to be mailed, it is fed through a mailing machine in the newspaper building. This machine is the last of the marvels, for it wraps the papers, gums the wrappers, prints names and addresses upon them, and shoots the individual parcels into assorted mail bags. These bags are then distributed to stations whence they are taken by train to various parts of the country.

8. There is just one other consideration: our article may have been a "news extra," — the outcome of a race, the death of a monarch, or a disastrous earthquake. If so, double-quick time must be made somewhere in the process, and to this end a device known as the *stop-press box* or the *fudge* must be called into use. This is a small cylinder that is capable of holding slugs from the linotype and of being attached to the printing press cylinder. When word is received in the mechanical department that an extra is to be issued, the linotypists get to work immediately on the emergency news. At the same time the pressmen remove the title page plate, or as much of it as is necessary for the space to be occupied by the extra news. If the presses were started then, the paper would run through as before, but there would be a blank page or part of a page in the newspaper issuing at the other end. The fudge, however, is fitted exactly into this blank space and the papers issue, not with a silent page, but with a shrieking note of news that startles perhaps half the world. And so perfectly and quickly can the whole machinery be concentrated that the extra may be "out" in ten or fifteen minutes after the "wire" is received in the editorial rooms. In the case of a race or the result of a game the speed is heightened by the fact that all headlines that can possibly apply to the result are set up in advance. Then, when the returns finally come in, that one is forwarded that corresponds with the result. In the case of a Yale-Princeton football game, for instance, the three headlines that might be anticipated are "Yale Wins," "Princeton Wins," "Eli Ties the Tigers." In addition, the returns having been received during the progress of the game, there will remain nothing but the "finals" to set up when the result is announced.

It may seem that our journey has been a long one. Certainly it has been most involved, in spite of the fact that its intimate details have been necessarily omitted from this story. But the

journey of the copy with which we started is really a short one. Arriving in the composing room at one o'clock, A.M., it is ready for delivery as a newspaper by three. This quick work would be impossible of course were all the copy of a single edition to swoop down upon the composing room at once. This, however, we have seen is not the case. It is sent in gradually, the least important news, editorials, and advertisements, first; only the most timely news, that intended for the first page, at the last moment.

Newspaper Issue and Circulation. — There are in the United States about 2600 newspapers of daily issue. All of these, however, are not papers of general news. Some are financial journals; some, sporting; some, in foreign tongues, and so on. The following table, which has been deduced from the American News Directory for the years indicated, shows the per cent of increase not only in daily papers, but in periodical publications as well, for a period of fifteen years. The tabulation is kept up to date in every good news directory.

UNITED STATES

	Dailies	Tri-Weeklies	Semi-Weeklies	Weeklies	Semi-Monthlies	Monthlies	Bi-Monthlies	Quarterlies	Total
1895	2050	40	321	14685	385	2676	55	183	20395
1910	2602	63	657	17120	330	3014	73	210	24069
Per cent	+26.92	+57.5	+104.67	+16.58	−14.28	+12.63	+32.73	+14.75	+18.01

NEW YORK STATE

1895	178	2	41	1127	49	530	15	47	1989
1910	211	8	46	1057	45	585	15	31	1998
Per cent	+18.54	+300	+12.2	−6.21	−8.16	+10.38	0	−34.04	+.45

\+ = Increase. − = Decrease.

These figures should be carefully studied and accounted for, not only in this immediate connection, but in connection with magazines and advertisements likewise.

Circulation figures are difficult to estimate exactly. Newspapers are often accused of falsifying in regard to their advertised circulation figures. It will be found in most cases, however, that, if anything, those figures announced are too low rather than too high. The circulation manager can keep fairly accurate records, but he has no possible means of finding out just how many people in a family use one of his papers. Were he able to learn this fact and were he, as a consequence, to announce the number of readers his paper has, his figures might be almost doubled. A few of our great metropolitan dailies approach the 1,000,000 mark in circulation. A great many circulate to the extent of 200,000. These figures are of course inclusive of the various issues. A paper that is issued in the morning and in two or three afternoon editions will double its circulation over one that is issued in the morning or in the evening only. How much of the circulation of a paper that is issued in more than one edition daily is repetition (read by the same people at both or all issues) cannot be ascertained.

The field of circulation is varying. Sometimes a large city paper holds its own for a radius of three or four hundred miles. This is the case with several Chicago papers. They are sent to regular subscribers far north into Wisconsin and Michigan, and far south into Illinois, Indiana, and Ohio, as well as east and west. Moreover, old residents of a city, however far away they may move, very frequently continue their interest in their "home" city to such an extent as to become life subscribers to their favorite papers.

But the city newspaper depends upon its own city for most of its circulation. Its widest distribution is made to the news-agents in its own vicinity; its next widest to the trains that carry packages of papers to the suburban towns, and its next, to the regular subscribers in the surrounding (or remote) country places. The papers that come from the press first are usually dispatched to the railway stations for suburban delivery. The later ones are sent to the news-agents throughout the city, in the street railway cars, in the vehicles of the paper itself, or in those of a delivery company, such as the American News Company.

The morning edition of a paper usually comes from the press about three o'clock. There is little competition in the distribution of a morning edition, for the reason that people are satisfied

just as long as the papers reach them in time for breakfast reading. This there is little difficulty in accomplishing in these days of motors and rapid transit. But the distribution of the evening editions is sometimes highly competitive. Since there is no definite time at which delivery is expected, each afternoon or evening paper must not only try to be first, but it must try to be first with *all* the late news. This is one of the circulation manager's "tickle" problems. Five thousand dollars a week is the bill that he occasionally has to present to the business manager for the prompt delivery of the various evening editions of his paper.

EXERCISES

I. Investigate the following topics and then outline and write compositions on them:

1. The necessity for newspapers.
2. The newspaper as a luxury.
3. The newspaper as an instructor.
4. The newspaper as a moral force.
5. The newspaper as a waste of time.
6. The story of a piece of spruce.
7. Printing then and now.
8. The bankman.
9. From pulp to print.
10. The printing press.
11. The linotype.
12. The matrix.
13. News and common sense.
14. The history of a news article.
15. When I was a pressman.

II. Examine news excerpts in some good paper and discuss them from the point of view of news value.

III. Point out in your newspaper the parts with which the different members of the newspaper organization had to do.

IV. Learn the circulation figures of your paper and account for them.

V. How many needs are supplied by the paper which you read? Study the contents carefully with this question in mind.

VI. Study the news in your paper from the point of view of geography. How many different localities are reported?

VII. Point out in your own paper just those articles which are valuable to business men, to women, to children. Tell why they are valuable in each case.

VIII. Select articles in your newspaper that are valuable to everybody, — general news, that is, as opposed to the particular or special news referred to in question VII.

IX. Study the head of the editorial page of your paper. Is the proprietor one man or a company? Are the editors named? What other information is to be had from this heading?

X. If you were a circulation manager, to what devices would you resort to increase the circulation of your paper?

XI. Examine several newspapers to discover whether or not they follow pretty closely one style as to content and form. Discuss whatever difference there may be as to the advantage of a large sheet over a small one.

XII. Why do papers issue both daily and weekly, morning and evening editions, and why do some people prefer one issue to another?

XIII. What decides the price of the papers in your community, do you suppose? What reductions are made in the subscription price if the paper is taken by the month or by the year? Do you find that a two-cent paper is more newsy or bigger or on better paper than one that costs only one cent?

XIV. Why should there be more than one paper in any city? Could not one large concern or even the city itself issue one paper which would carry all the worth-while news, all the advertisements, and thus be all-satisfying to the community?

XV. Write to R. Hoe & Co., 504 Grand Street, New York, manufacturers of printing machinery, or to some other such firm, and ask for circulars from which you can construct a story on the history of printing or on the printing press or the various other types of machinery that are used in printing a paper. See also the Encyclopedia.

XVI. Discuss the means taken by the papers in your city to increase circulation. Do they advertise certain features, publish circulation figures, give prize contests, issue illustrated editions, or offer other special inducements?

XVII. As far as the paper which you read habitually is concerned, what really constitutes news for it? Discuss the two following headings as to their news value: "*War has been declared by Bul-*

garia," and "*Mrs. A. W. Abbott of Chicago is stopping at the Sherman for a few days.*"

XVIII. Imagine yourself a circulation manager of a school paper or a larger one and tell just exactly what class of people you would try to reach by your columns and why. In connection with this, tell what kinds of advertisements you would solicit.

XIX. Which types of advertisements do you fancy a newspaper strives hardest to get, classified or unclassified? State your reasons. (See page 108.)

XX. Reviewing the contents of Chapter I, as well as the contents of your research suggested by Chapter I, tell with reasons why there may or may not be money in the newspaper business.

XXI. Study the advertisements in your paper. How many different kinds of merchandise are represented?

XXII. How many different kinds of business activities are represented in the advertisements of your newspaper? in the news items?

XXIII. What proportion of space is occupied by business matter in your newspaper? by editorial matter? by local news matter? by foreign news matter?

XXIV. Calculate roughly the income from advertising in your newspaper and compare it with the expense represented in the news items.

XXV. Aside from its advertising matter, how may a newspaper be made a valuable selling agent for different kinds of wares?

CHAPTER II

NEWSPAPER FORM AND CONTENT

The Newspaper Name. — If the list of daily and weekly papers on page 182 is studied, it will be observed that the newspaper name is often a very meaningful title. Roughly speaking, there are about four different kinds of names:

1. Sometimes the name is indicative of party affiliation, and thus of political policy, — *Republican, Democrat, Socialist,* etc.

2. Sometimes it indicates merely a policy of fair independence, — *Plain Dealer, Examiner, Guardian,* etc.

3. Again, and most commonly, the newspaper name refers to the abstract distribution of news, — *Times, Dispatch, Herald, Express,* etc.

4. In the last place a name often bears reference to some popular thing or saying and thus has a fanciful and figurative meaning, — *Bee, Picayune, Nonpareil,* etc.

In addition to its name, however, a newspaper frequently carries a sub-title which is often quite as significant and indeed more appealing. This motto or slogan may in some way, large or small, refer to policy or purpose, or it may be simply a clever "catch" phrase. "A paper in the home is worth two in the street," "All the news that's fit to print," "The anti-bad and the pro-good sheet," "The home paper," and a host of other similar ones are in use throughout the country. Rarely do we find the newspaper name a family name, though the magazine name oftentimes is. And usually we shall find the slogan more general in its appeal than the title. A paper whose title is *The Democrat,* and whose slogan is "All the news," appeals to a political class in the one, to everybody in the other.

Evening papers that are issued in more than one edition usually carry a sub-title to indicate the special content of each issue. The first issue may be called *The City Edition;* the next, *The Home Edition;* the next, *The Sporting Edition;* the next, *The Night*

News. In some instances these sub-titles are varied from time to time. As a rule, however, they are as permanent as the name of the paper itself, and thus serve as a guide to the habitual buyer and reader.

The Newspaper Index. — Most newspapers contain, usually somewhere on the first page, an index of the news, or Table of Contents. In a few papers it will be found on the editorial page. This index sometimes takes the form of a brief summary of the news; sometimes it is a mere statement of title and page.

But in whichever form it appears its purpose is twofold, — it *conveniences* the reader by telling him just where to find what he wants or by telling him in brief what he has not time to read in full; and it *advertises* the paper by showing what a breadth and variety of news it carries, as well as by evincing consideration for its readers. This convenience and this advertisement are both increased in value in the case of the index of the large Sunday editions.

The News Index.

Pages.

1—Referendum Hits Bills.
Wagner Festival Opens.
La Follette to Run Again.
Arrest Man for Murder.
Mayor Threatens to Take Lines.
Girl Drowns in Lake.

2—Argues Suffrage to Greeks.
Heat Record Broken.
Doctor Seeks Bail.

3—Talk Filter Bonds Today.
City to Get Auto Race Track.

4—Burton Opposes Pomerene.
Tariff Bill Attacked.

5—Labor Men's Sentence Cut.
Jap Embassy Opposes.
Veto of Bill Feared.

6—In Cleveland Theaters.
Churches Pick Vestrymen.

7—Two Men Control Balkans.
Gowns at Festival.

8—Editorial Page.

9—Sporting News.

10—Sporting News.

11—Lake Marine News.
Business World News.

12—Financial News and Markets.

13—Perry Essay Winners.
Women's Club News.
News of Society.

14—Rainey's Show Here.
Suffragettes Blamed for Bomb.
China Thankful for Prayer.

15—Classified Advertisements.

16—Classified Advertisements.

17—Classified Advertisements.

18—To Protect School Children.

(*Cleveland Plain Dealer*)

The indices here and on the next page, however, are general indices. Illustrations of the special or departmental index are shown on pages 21 and 22.

This is a further convenience to the reader surely. A busy man

TO-DAY'S SUNDAY TIMES

CONSISTS OF

I.—Pictorial Section.

Page.
1. High Seas Overwhelm Homes Along Jersey Coast.
2. Men and Events in the Foreground of Current News.
3. Two Interesting Weddings Soon to Take Place, One Here, the Other Abroad.
   Society in the New Dances on the Ice at Tuxedo.
4. Palatial Home Distinctive for Lack of Ornamentation.

Page.
4. Children Dare the Camera Man — and the Result.
5. Famous English Portraits. First Time Exhibited Here.
6. Chambers of Great Pyramid Photographed for First Time.
   "At Home Again," by Toby E. Rosenthal.
7. Behind the Footlights in New Plays.

II.—General News.

III. and IV.—Cable, Wireless and Sport Sections.

V.—Magazine Section.

Page.
1. Henry Ford Explains Why He Gives Away $10,000,000.
2. "Twentieth Century Christianity," by Dr. Charles W. Eliot.
3. Guggenheim-Straus Marriage Unites Noted Families.
4. Common Sense is to be Keynote of New Police Head.
5. Farewell to Reno's Supremacy as a Divorce Centre.
6. New York's First Woman Commissioner of Correction.
7. Armed Volcano is Part of Our Pacific Gibraltar.
8. Tango, Motors, Golf, and "Movies" — Enemies of Books, Says William Heinemann.
   Auction Bridge.

Page.
9. Count Zeppelin Narrates His Civil War Adventures.
10. City Pension "Funds" Are Headed for Bankruptcy.
11. American Schools Do Not Educate, Says Swiss Master.
12. New York City is in Grave Peril from Its Sewage.
13. Protocol System Is Threatened by Garment Strike.
14. Scientists Sure That Germs Cause Chicken Cancer.
15. Art at Home and Abroad.
16. Impression of the Passing Show, by Hy. Mayer.

VI.—Book Review.

Page.
9. Silas Weir Mitchell.
   The Art of History.
   The Wisconsin Idea.
10. Social Insurance.
11. A Madcap Duke.
    The Moon Maiden.

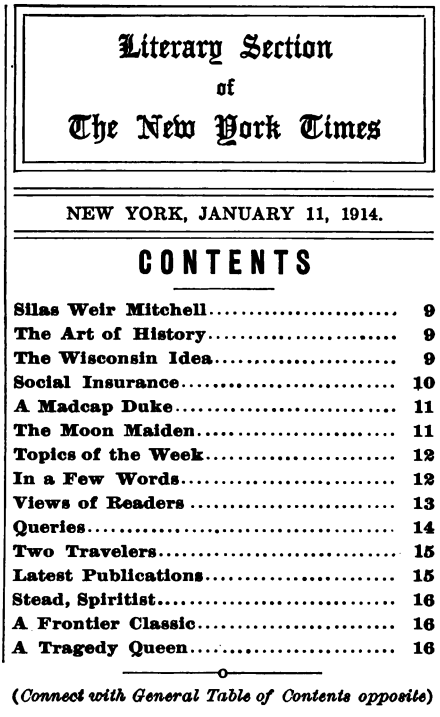
Page.
12. Topics of the Week.
    In a Few Words.
13. Views of Readers.
14. Queries.
15. Two Travelers.
    Latest Publications.
16. Stead. Spiritist.
    A Frontier Classic.
    A Tragedy Queen.

VII.—Society, Theatres, Music, Fashions.

VIII.—Real Estate, Automobiles, Financial, Business.

(New York Times)

is usually a bit irritated at having to finger through twenty or more sheets to find those items of special interest to him and his business. He is accordingly pleased to be informed exactly where foreign or legislative news is to be found, and, turning to one department or the other, to find that it also has been indexed in such a way as to enable him to discover just the item in which he is most interested. If he is looking for help, he finds the advertisements specially indexed on the first advertising page. If he is interested in literary news, he is guided to that section by the general index on the first page of his paper. Turning to it, he finds there a special index which again enables him to turn to the item he is looking for.



Literary Section
of
The New York Times

NEW YORK, JANUARY 11, 1914.

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(*Connect with General Table of Contents opposite*)

The newspaper Table of Contents then is an invaluable aid to the reader. But the arrangement of the news, startling enough as it is when one considers the haste in which it is collected and printed, is not the most striking thing about this index. The breadth and variety of news indicated by it make one gasp at the very exhaustiveness of news gathering. It sheds much light upon newspaper scope. It shows that no field is left unsearched for news; that there is no kind of news that is not available for our busy newspaper columns; that there is consequently hardly a reading demand that is not supplied every morning, afternoon, and evening of life. Let us see how this index, this gage of newspaper value, is made possible.

News Gathering. — This is the primary business of the newspaper organization. It would seem on first thought that there

have been such remarkable inventions of late years for facilitating communication, that the work of news gathering would be a very simple matter. On the contrary the increased facility has brought with it keener competition and greater complexity. The problem now is not so much one of difficulty in getting news as it is one of timeliness and of selection and rejection of the news that pours in from a thousand sources. Because the sun is kind enough

INDEX TO WANT ADS

Classification.	Page.	Classification.	Page.
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APARTMENTS	10	CAMERAS	6
ANIMALS	7	CANVASSERS	3
AUTOMOBILES	6	CARPET CLEANING	1
ATTORNEYS	8	CLOTHING	6
BIRDS—POULTRY	7	COMING EVENTS	1
BICYCLES	6	DANCING (Part 3)	10
BOATS, LAUNCHES	0	DENTISTS	8
BOARD	8	DETECTIVES (Part 3)	10
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BUILDERS' COLUMN	12	EXCHANGE (Misc.)	6
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BUSINESS CARDS	1	FARMS	12

(*St. Louis Post-Dispatch*)

to rise in the east, America is enabled to get all the important European news of any day in time for her afternoon papers of the same day; sometimes indeed in time for her morning papers. This has been made possible through the wireless service, which has reduced news getting to very nearly a timeless business, but which has likewise increased the "news income" to the extent of a newspaper page every day in our large cities.

There are four general avenues through which the news of our great modern dailies is gathered:

I. The news agency.
II. The reportorial staff.
III. The correspondence staff.
IV. The volunteer staff.

We shall consider these seriatim:

I. The news agency is a sort of middleman between the happenings of the world and the distributor of news. There are two

kinds of news agency, — local and general or international. The local agency has its own men called "watchers" stationed at the vital places of the community; such as, the police stations, the morgue, the courthouse, the county clerk's office, the hospitals, etc. These men call up the central office by telephone and dictate an important story to an office reporter at the other end; or they call for a reporter, a general worker, to be sent to them in order to get the story at first hand. The story is written up in multiple and distributed to all the papers that are members of the local news association. While this is distinctly advantageous to individual newspapers and should mean to them economy in their reportorial staff, yet most papers, especially the large metropolitan dailies, maintain their own "watchers" at these centers or send certain reporters to them on regular daily "runs."

The large national or international agencies, such as the Press Association in England and the Associated Press in America, deal most largely in foreign and world news. These large organizations make arrangements with some telegraph company, such as Reuter's or the Marconi Wireless, and thus syndicate the news and distribute it to those papers that are members of the association. In America there are about eight hundred newspapers that are members of the Associated Press. When items in our papers are prefaced with "From the Associated Press" in fine print, we are to understand that they have been acquired through membership in the association. Much of the news assembled in the offices of this larger agency is sent in by correspondents stationed in foreign parts. Sometimes it is distributed in telegraphic code; sometimes in typewritten form ready to go to the composing room. But here again, competition is so keen, and jealousy for first accurate or exclusive news so strong, that many of our highly financed papers maintain their own wireless stations and operators, as well as correspondents, in all parts of the world. We also very often read at the beginning of a news item "Special to the Post," "From our special representative at ——," "By wireless to the Times," and other expressions of like import. These indicate individual maintenance of special correspondents at certain places on the part of the paper in which they appear. It is said that the wireless operations at the time of the *Titanic* disaster cost one New York City newspaper alone over $100,000. This individual en-

terprise in news gathering sometimes enables a particularly alert paper to get a bit of news which other papers have missed getting. Such a journalistic maneuver is known as a "beat," or a "scoop." It is an uncommon thing in these wireless and telephonic days, for messages may be intercepted and frequently are. The "scoop" is more likely to occur as a result of inadvertence on the part of a local agency or the clever rivalry of individual reporters.

There are agencies that deal only in fiction and photographs, and that furnish to papers in certain sections of the country both the rights and the material for publication. Most of the large papers deal directly through reporters or correspondents for the production of literary and artistic matter in their columns. But large numbers of both dailies and weeklies depend upon the special agency.

Still another kind of news agency is the one that deals in what is called *plate matter*. This agency provides stereotyped plates that contain general matter, both reading and advertising. The plates are usually sawed into columns of various lengths before they are sent out, and a goodly number of excess half, quarter, and smaller sections are included, so that the make-up may be an easy task for the local office. They are distributed to various papers in suburban and country places within easy access of the agency; and they are used in making up all those papers except the few pages that deal with local matter. These must of course be set up by hand by the local printers, and the bill for this hand work, it is interesting to note, is usually almost as high as that for the plates which bear to the office the news of the world. We see then that the plate editor of the agency may really become the general editor of a large number of papers at once.

The more remote rural papers, which as a rule are weeklies, have the matter of news gathering further facilitated for them by means of "patent insides." Instead of sending plates to them, certain news agencies, commonly called "lists," compile and print as much general news as is required by the size of the papers supplied and send the actual, printed papers to the country editor. He has the blank side, or sides, filled with the local news, printed on the hand press, and issues his paper with a minimum of thought and labor, yet without losing anything in influence. As a rule this influence or newspaper power is not very great, for a country

circulation of twelve hundred is considered a large one. There are about a half-dozen such agencies or "lists" in the country. They are well separated, so that each agency has a fairly secure field, and together they supply about nine thousand newspapers with *patent insides*, or *home prints*, or *ready prints*, as their output is variously called.

II. The reporter has been surrounded from time to time with not a little glamor of romance. But if we were to follow him in his customary, work-a-day routine, we should probably find that his position is sometimes not an enviable one and that his work is charged with realism for the most part, rather than with romance. We have seen (page 6) that reporters are directly responsible to the managing editor or to the city editor. It is one of these (usually the latter in local work) who assigns a reporter to a certain task, reviews his work, learns for what kind of reporting he is best adapted, and thus adjusts each man in his corps to those lines of reportorial service that will bring the best results for all concerned. But this must not mean for us that the best reporters are always specialists in certain fields. A managing editor feels that he has also made a real "find" when he has discovered a man who is versatile, who can turn his pencil now to this, now to that line of reporting, and do both with equally telling effect. Emergencies arise every day in the large newspaper office which demand the assignment of a man to a certain case outside his field.

In making individual assignments an editor is guided first by the various avenues of information to which he has access, — the telephone, the telegraph, the papers other than his own, by calendar, even by rumor. He hears of a fire; he knows of the President's arrival in town; a steamer is to dock. He assigns to each one of these that reporter who, he knows, is best fitted for the particular case. An expert interviewer is sent to the steamship pier. A keen observer, one well acquainted with the city fire department officials perhaps, is assigned to the fire, and with him an expert photographer; or the reporter may telephone to the office on his arrival at the scene saying that some good pictures can be had, and thus advise the sending of a photographer at once. If the editor's information comes early in the morning, he may thus *select* his men. If, however, it comes after most of them have been assigned, he is obliged to make the best selections from those

left. His resources are not unlimited. But the good editor will keep his men of all work as largely in reserve as possible. There are usually some general workers kept in the office in order to write up telephone reports as well as reports brought in by reporters who are necessarily re-assigned on a new case immediately upon returning from one. The telegraph editor always has special "write-up" reporters assigned to him and his "wire," whose business it is to prepare the copy of news received by him in code from all parts. Such reporters are called home reporters, in distinction from those who work "on the outside."

Of course the man on the outside must leave no stone unturned to "come at" the news. He must consult police and witnesses of the disaster; he must *see* and *hear* with all five senses at one and the same time. Then he must sift and assort. The "watchers" at the police stations can always render him valuable assistance; reporters from other papers will always be glad to "play fair" and exchange knowledge. In certain cases the health department officials are his best informants. He must not work aloof from any of these. All of them will be found ready to assist him. Especially must he learn to regard the police stations, the magistrates' courts, and the city hall as the source of lucky *finds*. Nearly all of the newsy happenings in a city are recorded at these several places. All of them are under regular as well as special surveillance by all live newspapers and news agencies, and all reporters very soon learn their importance as bureaus of newspaper information.

It once happened that a male body partly decomposed came to the surface of a river in a large city. A few weeks before there had been some sensation caused by the disappearance of a man suspected of murder. Owing to the lapse of time, however, the occurrence had been almost forgotten. The appearance of this body brought it all back and the papers reviewed the circumstances of the mysterious disappearance. The police, the detectives, the reporters of the city worked over the case day and night but identification was given up as impossible by all of them, — all, that is, except one persistent reporter. He lingered at the morgue one night with an officer after the others had gone, and to the surprise of both he discovered what he took for the tattooed figure of a serpent, well up on one side of the body under the arm. It was scarcely recognizable. But it so happened that he had been

a newspaper correspondent in the Far East and had studied tattooers and their methods a little. He knew of a place in the city kept by a young Japanese who occasionally did tattooing. He visited him and through his help, luckily, was able to trace out a series of events which led to the identification of the body as that of the suspect beyond peradventure of a doubt. He thus made a "scoop" for his paper and earned a promotion for himself.

Those writers who furnish the special department news frequently do their work in their homes, though the more important of them have desks in the newspaper offices. The sporting editor of course has his department with reporters and correspondents under him. So also has the financial editor. But the household editor, the art editor, the music editor, the literary reviewer, the dramatic critic, may all do their work in their homes and send it in to the office. In this respect they are local correspondents.

III. Most large newspapers, we have said, keep their representatives in various parts of the world for the purpose of reporting any special events of general interest. These are called correspondents. Usually every paper maintains its own corps, but it sometimes happens that one correspondent will represent two or even more papers in a certain field. The news agency may also have its representative in the same territory. Communication from the correspondents is usually made to the telegraph editor who, with his corps of writers, prepares the reports for publication. This communication is effected by means of a code more condensed and pointed even than the regular telegraphic code. Whole phrases and sentences are abbreviated into single words, and as the various code words make up a good-sized volume, the telegraph editor must needs be an expert. But the correspondent must also have his special qualifications. He must have a discerning judgment as to what constitutes news in his particular place for his particular paper. He must cultivate the power of condensation without loss, in order to keep down telegraphic expenses. On the other hand the article must not be sent in in such form as to need too much editing, as then the amount saved in telegraphing will be consumed on the revision in the office. Never must he send to his paper trivialities, local gossip, commonplace happenings, or conventional interviews. But always he must be on the *qui vive* to find and report the unusual, the unique,

the more than locally disastrous, the generally interesting. And again, he must use his judgment in deciding whether or not his news items are important enough to demand telegraphic or telephonic communication with his home office, or whether the mails will be sufficiently rapid. Certain papers throughout the country issue directions to their correspondents as to the kinds of news to be mailed and the kinds to be telegraphed or telephoned. There is a good deal of disagreement among them, but nearly all of them accent the importance of haste in communicating sporting events and events of state or national significance.

The war correspondent has been deprived of something of his importance by the news agencies and by the war censor. The censor is the official who is in the military circle, as it were, and who tells the correspondents on the field what they may send home by way of report. The news agency men and the special correspondents are treated impartially by the censor. There is left therefore very little incentive for original, individual "starring" on the field, because the possibilities of it have been reduced to a minimum. There are newspaper business managers in our large cities who will tell you that they remember a time when their monthly expense account was increased by two or three hundred thousand dollars as a result of maintaining a corps of correspondents with their attendants at the front. They will tell you, also, that it was a losing proposition all the way through; that people do not read the details of warfare; that war is out of fashion; that the "story's the thing," and that most of us, fortunately or unfortunately, would rather read of a popular actor's fourth divorce and fifth marriage than the account of the most telling skirmish imaginable.

IV. The volunteer staff is the least important and is perhaps negligible altogether; yet there are few editors, or even reporters, who could not tell us of interesting offers they have resisted. But they do not always resist. Chary as they may be about accepting volunteered news, they are nevertheless oftentimes glad to accept and issue news that comes in this way. Letters from readers are frequently of such excellence as to justify their publication, and most papers give over to them a certain section of some page. Sometimes such letters provoke editorials or are themselves the cause of other letters. Again, an editor may be able to make a

"beat" on a piece of news that is brought to him voluntarily. Letters, personal calls, and telephone messages, all voluntary news, are received every day, more than once, by the newspaper editor. Usually his attitude is negative. It is always so if the volunteer offers him money, as not infrequently happens. When his mind is open, he dispatches a general worker and investigator to corroborate the "voluntary contribution." If it proves to be authentic and worth while, it is accepted with thanks. Perhaps the largest item of volunteered news is to be found in the column of obituaries. This is the case even though the newspaper makes a special daily assignment for death notices and has, in addition, information coming in constantly from those quarters where deaths are always recorded.

The "Write-up." — After the news is collected, it is necessary of course that it be given presentable form for publication, that it be written up for the actual columns of the paper. We have seen that the watchers are informants only; that the reporter or general worker is a finder, a supplier of news, and sometimes a writer of it. We now come to consider the actual writers or rewriters, the men and women who frame the news into English, *newspaper English*, for our reading. There are two gages by which this news must be measured, — the value of the news itself and the amount of space the paper has to give to it. The first is the more important consideration and upon it the second more or less depends. But it can readily be understood that when there are many news articles, all of great value, the problem of space assignment may become a puzzling one.

We shall consider the newspaper "write-up" under three divisions:

I. With the reporters or writers.
II. With the copy readers.
III. With the editors.

I. With the Writers. — Since the newspaper is concerned first of all with giving information, it is very largely an expository sheet. The newspaper writer must therefore know the laws of exposition and apply them. Roughly speaking, there are three kinds of expository matter that he can supply to the columns of his paper:

1. The *news record*, which consists of a compilation of the reports gathered from daily "runs," the various stock quotations, the marriage and death notices, the movements of steamships, the weather, etc.

THUNDERSTORMS TONIGHT COOL, BREEZY, TOMORROW

THE TEMPERATURES.

3 a. m.	65	10 a. m.	71
5 a. m.	64	11 a. m.	73
7 a. m.	65	12 (noon)	73
9 a. m.	69	2 p. m.	73

"Take a letter, please," said Mr. W. to his stenographer. "Are you ready?"

"Yes, sir."

"Very well. Take this down! Yours of May 2 received. In reply will say that it will be impossible to fill your order until conditions become more settled in Europe. Emperor William at Wiesbaden has received a telegram that the Skupschtina of Cettinje has ordered the evacuation of Scutari by the Montenegrins—Wait a minute. Where are you going?"

"To get another job where the words are not so hard to spell," said the stenographer.

Official forecast for St. Louis and vicinity: Showers and thunderstorms tonight and Tuesday morning; cooler, with brisk and variable winds.

Missouri—Unsettled weather, with showers tonight and probably Tuesday; cooler, moderate to brisk variable winds.

Illinois—Showers and cooler tonight; Tuesday cloudy, with cooler in east portion; moderate to brisk winds.

Stage of the river; 15.8 feet; a fall of .5 of a foot.

(*St. Louis Post-Dispatch*)

A Clever News Record

2. The *news item*, which is a bare statement of facts in connection with an event. It may be long or short, according to the value of the news itemized. (See page 31.)

3. The *feature* or *human-interest story*, which is an expanded news item. Its news value, however, is subordinated to some element of human or emotional interest. A person, an animal, an unusual event is keyed up or "featured" in such a way as to appeal to feeling rather than to intellect. The illustrations on page 32 have an added interest, in that they are reports of the same event, appearing in different papers of the same date of issue.

In this connection a caution must be given regarding the proprieties in a feature story. The quality of proportion must be pondered. A reporter once made a feature story out of a calamitous factory fire, when he should have made a serious news item of it. The lives of a hundred men and women were lost. But the reporter made a detail of this fact and gave instead a lengthy account of the antics of the fire chief's horses. Of course his blunder cost him his

position, but it probably taught him due respect for journalistic proportion and propriety.

Whitman's word, "The art of arts, the glory of expression, and the sunshine of the light of letters, is simplicity," should hang conspicuously before every writer for the newspapers. Not only must there be absolute simplicity in all writing that would find its way into newspaper print; there must also be just as absolute conciseness and accuracy. Without these three qualities of expression, a reporter will very soon find himself looking for another "job." Moreover, his writing must always be courteous in tone and phraseology, in order that he may not involve his paper in libel proceedings; and he must be willing to contribute most valuable matter to his paper in a totally impersonal way. Seldom do the names of reporters who make "finds" accompany the "write-ups." The pronouns "I" and "we" are used sparingly by most papers, and are forbidden by some. Even the editorial "we" is no longer fashionable with the best papers. But this is not all. The news item, the news story, must contain no word or jot that suggests *opinion* on the part of the writer. His convictions, however strong they may be, must be kept strictly out of his "write-up." He is concerned with the statement of abstract facts, with conveying information. He must not be tempted to impress his opinion or draw a conclusion. Reporters and writers sometimes regard this insistence upon impersonality as a hardship, but in the long run they lose nothing. Their best advertisement after all is a good impression upon their superiors. And these superior editors keep close watch upon them because it is distinctly to the advantage of every one connected with the paper to do so. Cleverness

STATE MUST SUPPLY 900,000 TEXTBOOKS FREE

To Prepare for Demand, Presses Which Print the Volumes Are Never Stopped

SACRAMENTO, May 26.—The demand for free textbooks during the late summer and fall months, it is estimated by state officials, will reach a grand total of 900,000, and the state printing office already is getting ready to meet the demand by working on textbooks night and day. There are stored in the state warehouse more than 400,000 books ready for shipment, and the presses are never stopped on the various book runs.

The first rush for free books—to be furnished under the free textbook amendment to the constitution—will come in July, when the San Francisco bay schools will begin summer terms.

Then, in August and September, the schools of the interior and the small counties will begin to open and their demands will pour in.

(*San Francisco Call*)

A News Item

and originality are never discouraged by any office rule and they are always appreciated and rewarded. That they can be applied to even the most commonplace news record, the weather, is illustrated by the excerpt on page 30. Newspapers "muzzle"

THEY'RE NOT ON PART-TIME LIST

The Busiest Little Attendants at P. S. 4 in Jersey City, Says the Superintendent.

There's the finest kind of a chance for a Pied Piper over in Public School No. 4 in the "Horseshoe" District in Jersey City to-day.

Pied Pipers are so scarce, however, that the school authorities are going to try poison instead.

Rat poison, of course.

For two months the teachers and the janitor have been waging a mighty battle with the rodents, but to-day they threw up both hands and declared they verily believed there were more rats than children in the school.

Janitor Hugh Fagan says he's tried everything on earth for the plague of rats, but a Pied Piper. He's willing to go the limit, however, though he is convinced that the rats can eat any piper that ever was pied.

Fagan has eighteen rat traps of the latest model running full time in the school now, but they only amuse the rats. He has fed the rats every brand of cheese, imported and domestic, till they have thrived on it, and even cry for it, but never a rat has been caught. They're too educated, Fagan says.

To-day Superintendent James P. Mackey sent a letter to Secretary Fred. Ege of the Board of Education asking that rat poison be forwarded instanter.

"Kindly have the stuff sent at once," wrote the superintendent. "The building is overrun by rats. They are destroying the books in the various class rooms. We have tried cats, but the rats seem so highly educated as to refuse to be ensnared."

Secretary Ege sent several pounds of rat poison right away, and he says if that doesn't reduce the rat attendance he'll get Professor F. H. Tebbetts, in charge of the chemistry department of the W. L. Dickinson High School, to compound a chemical pill that will knock out even a post-graduate rat.

(*New York Globe*)

TOO MANY R'S IN SCHOOL

Pied Piper Is Wanted to Aid Overrun Curriculum.

There are four "R's" on the curriculum of Public School 4, Jersey City. To readin', 'riten' and 'rithmetic has been added rats. The rodents outnumber the pupils, in the opinion of Principal Mackey.

They are educated rats. Cats have failed to evict them and they shun traps. They are so bold that they invade the rooms during the session and disturb the recitations.

Principal Mackey has appealed to the Board of Education, which has concluded to try a highly recommended rat poison.

The schoolhouse is one of the oldest in the city. It is located in 8th street.

(*New York Tribune*)

A Feature Story, Morning (*Tribune*) and Afternoon (*Globe*) Versions

their writers only in so far as the welfare of all is concerned. They give them free range in all those matters upon which progress depends. The newspaper office is the home of opportunity and, to quote Mrs. Atherton, "Reporting is the only lane that has a thousand turnings."

The beginning of a news item or a feature story should consist of a short paragraph which sets forth a summary of the article. This paragraph is called a *lead*. It is used for the convenience

of the reader who, having first read the headlines and then the lead, may thus get a very good idea of the whole story without taking the time to read further. The climax and outcome of a newspaper story are therefore placed first. Afterward, the story is told in regular chronological order, with the provision that it be so written as to allow of a break at almost any point. In the make-up it may be necessary to *cut*, owing to space requirements; hence, the importance of having the story so written that it may be concluded at many different places and yet not leave a sense of incompleteness. These are the two essential qualities peculiar to news writing. They do not apply, of course, to the magazine articles of special editions or to editorials generally. But of their importance we can have no doubt after we have read the following:

The governor of a western territory one summer evening went rowing on a mountain lake with his son and daughter. A storm suddenly arose, the boat capsized, and all three were drowned. A "green" reporter wrote up the story in perfectly chronological order, telling first, how happy the father was to have a pleasant hour on the lake with his children; then, how the storm arose, how the boat became unmanageable, and its occupants panic-stricken, and last, how tragically the three met their deaths. The absurdity of such a "write-up" is self-evident. The story had no lead and it was incapable of discontinuance at any one point. This is what the reporter should have done first:

> Governor Blank and his two children while rowing on Dash Lake last evening were tragically drowned as a result of their being overtaken by a sudden thunderstorm.

Here we have stated simply, concisely, accurately the *who*, the *how*, the *when*, the *where*, the *why* of the story. Our lead has given us everything in a nutshell.

Interviewing is an American specialty, interviewing, that is, in its special sense. A reporter at work upon almost any case is obliged to resort to the general interview. He must inquire on every hand, — about the fire, the runaway, the street car accident. But we are considering here the special interview between the reporter and a certain person or a certain group of people. This is the kind of interview that has made the American reporter more or less famous, — and infamous. Tact and courtesy are

the two qualifications of the reporter who interviews. Persistence is also essential, but it must be the persistence of the beau instead of the bore. The person who "simply will not be interviewed," *must* be. The best tactic in such a case is the leading question, calling for only "Yes" or "No" by way of answer, for these small words are usually charged with much unspoken conversation which can be expanded. The person who is willing to be interviewed must be asked questions by the reporter that are best calculated to bring out the point of the interview. His questions must be vital and salient to the object the editor had in dispatching him to the particular person. If the editor has said, "The general is in town to-night; interview him on the Balkan situation," the live reporter will frame in his mind a few terse, comprehensive questions whose answers will give a minimum of trouble to the general and a maximum of content to the paper. The alternating question and answer report of an interview is a poor one. Such sign-posts of conversation as "he said," "I asked," "he replied," "I inquired," and so forth, find small place in the well-reported interview. The question should be indicated either indirectly by a prefatory sentence or two, or by the answer of the one interviewed. There should likewise be a personal note in the interview, — the reporter, that is, should catch some characteristic expression, some pet phrase, and mold it into his report. In this way will he make his "write-up" truly individual.

Court proceedings are no longer reported verbatim, according to lawyer and witness, unless the case is a very popular and important one. The news writer aims rather to deduce the salient features from the cross-examination and to present them in a more appetizing, more beneficial form. Such should be his method of writing the report of an interview. Specimens of good interviewing are to be found in almost every issue of any good paper. Their method and content should be carefully studied.

By the *prepared interview* is meant that a person, expecting to be called upon to talk on some question on his arrival at a place, has his statement all written out in multiple, perhaps, in advance, and hands it to the reporters. If liberties are taken with his copy, he repudiates the interview. The prepared interview may also work the other way. A reporter may write up a statement that he would like to get from a certain person and then ask and

prevail upon that person to sign it. If there is a refusal, cuts and revisions may be made until a compromise is arrived at and the article is signed.

The manuscript or *copy* prepared by the newspaper writer should follow these rules for the sake of convenience in its passage through the various hands of the office:

1. Write clearly and legibly on one side of the paper only.
2. Put your name at the top of the first sheet and number the sheets accurately.
3. Leave plenty of space between lines; leave generous margins on both sides of page; leave space at top of first page for insertion of headlines, and at bottom of all pages so that they may be pasted together.
4. If possible have pages end with paragraph; at least do not run a sentence over from one page to another; and do not divide words from line to line.
5. Pages inserted should be lettered *a*, *b*, *c*, etc., with the preceding page number before them, — 2*a*, 2*b*, 2*c*, etc.
6. To denote changes, cross out and rewrite between the lines. Be particularly careful to spell proper names correctly.
7. If you make use of any unusual expressions, — slang, dialect, reformed spelling, etc., — write *Follow copy* on the margin and line it to the expression.
8. Be sure that you understand proof reading marks and use them freely in keying up your copy when you read it over. (See Canby and Opdycke's *Elements of Composition*, page 547.)
9. Be sure to make commas, semi-colons, periods, and other marks of punctuation stand out distinctly. Most errors occur in this connection.
10. Make use of continued or end marks to indicate whether your copy is complete. A minus mark in a circle may indicate *to be continued*, a plus mark, or an X, in a circle may indicate *end*. (These signs vary among newspaper offices.)

II. With the Copy Readers. — The copy readers are sometimes called the "drudgers." Their work is to look over and edit the "write-ups" that come to them. To be definite, they *cut*, *correct*, *revise*, *headline*, and *summarize*. They are best able properly to estimate the writing ability of the reportorial staff. If a writer's work is very poor, he will be asked by the copy reader to rewrite. If he has inserted personal, superfluous, or libelous material, his copy will be *cut*. If he has been inaccurate, if he

has omitted a good lead, if his story is not capable of being broken or discontinued at many points, his copy will be *revised* or *edited*. If he has violated the "Don't rules" of the office, his manuscript will be *corrected*.

Many newspapers have their "Don't rules," which they keep changing from time to time, and every copy reader has to know them all and think of them all the time. The writers should also know them, and they do, in a way. But knowing that his copy is going to be reviewed by a professional copy reader, the average writer is rarely very conscientious about remembering all the "Don'ts" of his paper. The following partial list of "Don'ts" is reproduced by courtesy of the Philadelphia *Public Ledger*:

Don't confuse "beside" and "besides." "Beside" is never anything but a preposition. "Besides" can also be used as an adverb, in the sense of "moreover."

Don't say "female" or "lady" when you mean "woman."

Don't confuse "plurality" with "majority."

Don't use two or three words when one will suffice; as, "put in an appearance" for "appear."

Don't overwork the word "secure." It is often carelessly used where "get," "obtain," "procure," "collect," or some other word would more accurately express the thought.

Don't say "tried an experiment." Experiments are "made."

Don't say "the above statement." "Above" is an adverb. "Foregoing" is the right word. You would not say "the below statement."

Don't say "at the corner of Ninth and Chestnut streets." "At Ninth and Chestnut streets" is sufficient.

Don't say "united in marriage" or "joined in matrimony." Say "they were married."

Don't say "depot" when you mean "station." A depot is a place where freight or supplies are stored. The place where passengers arrive is a "station."

Don't call a fire a conflagration or a holocaust, unless the circumstances warrant.

Don't make a practice of using a man's occupation as a title, as, "Lawyer Smith," "Attorney Jones." An exception may be made in the case of important officers. It is all right to say "Mayor Blankenburg."

Don't say "nee Mary Smith." The young woman was born Smith and was named Mary afterward.

Don't say "the will of the late John Smith." "Late" is redundant.

Don't say "the funeral of the late John Smith."

Don't say "the widow of the late John Smith."

Don't say "practically" when you mean "virtually."

Don't say "Smith was present at the meeting and spoke." Of course he was present if he spoke.

Don't call a dog a "canine." Canine is an adjective. You would not call a cow a "bovine."

Don't say "an old man 80 years of age." It is sufficient to say that he is 80 years old.

Don't say "5 o'clock P. M. yesterday afternoon." Say "5 o'clock yesterday afternoon."

Don't write "an early hour this morning." "Early this morning" will do as well.

Don't use the word "masher."

Don't say the condemned man was "executed." The law is "executed." The prisoner was put to death.

Don't use "proven" for "proved."

Don't use "summering" for "spending the summer." You would not say "falling" for spending the fall.

Don't say "summer months" when "summer" conveys the idea.

Don't say "past few weeks." "Last" is right.

Don't overwork the word "reside." Usually you can say that a person "lives" at such and such a place.

Don't say a person will spend "some time." "Several days" or "several weeks" is better.

Don't use "electrocute."

Don't say "the fire broke out."

Don't say "the policeman was patroling his beat."

Don't think it necessary to explain that "the body was taken to the morgue," unless that information is important to the story.

Don't say that the injured person "was taken to such and such a hospital," unless that information is a necessary part of your story. Usually it makes no difference where the patient was treated.

Don't say "the fire alarm was turned in immediately." If there is a notable delay about the alarm it would be well to record the fact.

Etc.

A study of even this greatly abridged list will give an idea of the responsibility resting in the copy reader. Certain "Don'ts" are fre-

quently dropped from the list. But new ones are introduced as rapidly as old ones fall out of use, — for there is such a thing as change of style even in newspaper English. Copy readers have been known to lose their positions as a result of allowing a "Don't" to get past them. To complicate their work, these rules are by no means the same for all newspapers. Consequently, if a copy reader changes position from one paper to another, he may find himself confronted with an unconquerable confusion of "Don't" data which may cause him many a sleepless night.

Probably the most important work of the copy reader is composing the *headlines* for the varied copy he edits as well as for the different news departments. It is certainly the most difficult work, not only of the copy reader but of the whole newspaper office, for there are a great many requirements to be met and as many limitations to be complied with. Of the latter, the limitation of space is probably the greatest. No matter how much the copy reader may want to say in the head he is writing, he has to reckon with the space at his command. Perhaps the column is too narrow to admit of the words he feels he must use. If so, he must re-phrase and re-arrange, and yet lose nothing of forcefulness or inducement to the headline. After all, headlines are news advertisements. Any weakness, any inappropriateness, any bad word selection must therefore destroy the intended effect of the advertisement. It will be seen that here again, then, the copy reader has a problem on his hands.

Usually he aims to make a definite statement, skeletonized to its main words only, all articles and unnecessary auxiliaries, prepositions, and conjunctions being omitted, and he makes it, whenever possible, in the present tense. By this method he impresses the reader with action. A glance at a paper of 1865 will reveal to us that this rule was not followed then. Such indefinite headlines as "Horrible Accident," "Serious Threat" were then commonly used. They have very appropriately been called "blind" or "dead" headlines, doubtless, in the one case, because the reader cannot see through them, and in the other, because they contain no suggestion of action. As a rule, the copy reader avoids the question form in headlines to serious articles, though he may use it with humorous or semi-humorous stories. The cheap alliteration is also taboo in this connection. It was once in vogue in the

cheaper journals, but now it seems to have found more congenial position as the head of certain kinds of textual advertisements. The meat of the nut served in palatable, capsule form, — this is what the headline should be. It must look well, read well, and tell the truth.

There are six or seven different kinds of headlines, roughly classified as follows:

1. The *single headline*, — the headline consisting of a single line or single statement.

FOOTBALL MEN OUT AT PENN

PHILADELPHIA—Coach Brooke of the University of Pennsylvania football team has 20 candidates out for winter practice.

DYNAMITE USED TO FORCE PASSAGE FOR BACKWATER OVERFLOWING FARMS

2. The *decked headline*, — the headline consisting of one principal heading in large type and of subordinate headings in smaller type. The last subordinate heading may be arranged in triangular shape, or every line in it may end flush with the right-hand margin, or a combination of the two may be used. When a decked head consists of many subordinate headings, these may be set up in varying sizes of type. (See parallel; also pages 40, 41, 42, and 43.)

3. The *scare headline*, — the headline that extends all the way across a page, oftentimes in red or green. It is commonly identified with yellow journalism and may be regarded more as a vocal advertisement than a real headline.

RAILWAY STRIKE
IN SOUTH AFRICA
FAILURE THUS FAR

First Day Draws Only 1000, Principally From Shops, and Trains Continue Regularly

Special Cable to the Monitor from its European Bureau

(*Christian Science Monitor*)

Decked Headline

4. The *continued headline*, — the headline that is carried over to another page as the head of a continued article. (See page 40.) If the headline on the first page is a decked one, only the first

CABINET MEMBERS WANT TEN BANKS, BELIEF IN CAPITAL

Secretaries McAdoo and Houston Thought to Have Made Up Their Minds.

COMPROMISE OF EXTREMES

New York Bankers Think Eight the Proper Number.

PHILA'S PLACE UNCERTAIN

Boston Stands Greater Chance to Get One of Banks.

OMAHA'S POSITION NOT FIXED

Possibility that Gate City Would Be Attached to St. Louis if Latter Should Get Regional Institution.

(Continued on Page Two.)

CABINET MEMBERS TO ASK FOR TEN BANKS, IS BELIEF IN CAPITAL

(Continued from Page One.)

(*Omaha Bee*)

statement or a part of it will be continued. (See parallel column.)

5. The *illustrated headline*, — the headline that accompanies an illustration placed usually below it, but sometimes above, and sometimes between two parts of a decked headline.

6. The *humorous headline*, — the headline that prefaces a humorous or "freak" news story. Some papers write such headlines in capital italics. (See page 43.)

7. The *inserted headline*, — the headline that is indented into the margin of the item to which it belongs. It is used commonly for editorial matter or for special articles, rarely for news items. (See page 44.)

Another task that frequently falls to the copy reader is that of making the *news summary*. The salient points of a President's message, of a commencement address, of a political speech, of a witness's testimony, may be written in pointed form and placed conspicuously beside the full report of the article. This is a sort of special table of contents, and its purpose and value can be

SENATE PASSES ALIEN BILL

Japanese Can't Own Farms in California

Leasing for Three Years, However, Is Permitted

Full Treaty Rights Admitted in Measure

This Allows Land Purchase for All Purposes but Agriculture

Present Holdings of Foreigners Not Affected

Assembly Slated to Pass the Act Today

Governor to Sign After "Reasonable" Time

(The *Boston Transcript* style of headline)

GEN. WOOD ASKS $3,000,000 FOR GUNS FOR ARMY

Says U. S. Troops Are Not Equipped for War With First Class Power.

OVER 1200 FIELD GUNS NEEDED FOR WAR FOOTING

Department Believes 500,000 Men Would Be Required to Repel Invasion and Shortage of Guns and Ammunition Invite Slaughter.

(*Associated Press Report.*)

(*Houston Post*)

LAUNCH OVERTURNED; CARRIED 20 U. S. MIDDIES

FATE OF MEN OF BATTLESHIP WYOMING NOT KNOWN.

ACCIDENT NEAR OLD POINT

(*Indianapolis News*)

5 U. S. SAILORS LOST AS CUTTER UPSETS

Sailing Craft from Flagship Wyoming Swamped in Hampton Roads.

ELEVEN OTHERS ESCAPE

Are Picked Up by a Tug Which Puts Out to Their Rescue.

(*Brooklyn Daily Eagle*)

Headlines of even date

Decked Headlines in Various Forms

FORGER

Reveals Past Life.

Tells How His Wealth and Respect Were Lost,

Following Burning of His Plant in West.

Feared to Face Horde of Hungry Creditors,

So He Entered Life of Crime in New York.

Wife and Son Left at Home in California

When Mercer Fled Under the Cover of Darkness To Become a Criminal— Mercy Sought.

SPECIAL DISPATCH TO THE ENQUIRER.

(*Cincinnati Enquirer*)

"Word Lead" Form used exclusively by the *Cincinnati Enquirer*

seen immediately. However, the news summary is different from the headline, in that it is not an advertisement or inducement; and from the index, in that its purpose is more than one of mere convenience. It differs from both in form and expression as well. Usually it contains a number of sentences or one paragraph resembling a review article in a weekly periodical, and it is often inclosed in a border that makes it stand out attractively. (See examples on pages 45, 46, and 47.)

III. With the Editors.— The editors referred to are the managing and city editors. While all the copy is not passed upon by these two, yet it passes through their hands and they not infrequently return it to the copy readers for further revision. We have seen that the city editor receives messages and makes assignments. He also passes judgment on many stories handed him by the copy readers and then submits them to the managing editor. This official is attacked from both sides,— the news materials come to

HEARTLESS!

Pretty Yankee Girl

Saves Italian Count's Life on Condition That He Cease to "Pop the Question."

(*Cincinnati Enquirer*)

HEE-HAW!

Mule Climbs Into Cart

To Escape Injury, But Driver Is Hurt, and Files Suit—High Court Awards Damages.

(*Cincinnati Enquirer*)

Humorous Headlines

him from below and the editorials from above. He must keep a balance between the two and adjust proportions all along the line. He likes to receive at least one-fourth more news materials from the city editor than the paper will hold. This "optional matter" helps him in making adjustments. After his final selections are made, he marks all matter not used "dead" or "kill." Both of these editors are always keenly alive to detecting libelous matter. Newspapers have to be more careful in this respect than most lay readers imagine. Not even a question is permitted whose answer would suggest anything libelous. Neither hint nor innuendo against personal character is tolerated for a moment. The copy reader who allows such matter to get through to the editors, and the reporter who is originally responsible for it, are both severely reproved, if not actually dropped from the staff.

There are certain terms used by editors in their instructions to

EASY TO ESCAPE THE DIP? SURE!

(*New York Evening Mail*)

Where Did a Horse Get So Much Money?

Operation for Appendictis Successful

(*New York Press*)

Bang! Goes Oil Stove; Murder! Yells 39th St.

(*New York American*)

TWO OLD SHOES ARE BAD BOOTY TO THEM.

Young Men Face Trial for Highway Robbery and Footwear Cost Only $1.50.

(*New York Evening World*)

Humorous Headlines

reporters and copy readers that are peculiar to newspaper writing. In making an assignment to a reporter a city editor may advise him as to the length of article desired. It may be a column, a half-column, or a *stickful*. This last term means an item of about two inches of typed material. The metal frame used by the hand typesetting printer to hold the type is called a *stick;* hence, the word *stickful*. After the story is written, the editor may call for an *insert*. By this he means that the story is to be broken somewhere and an insertion of new matter made. It may be that messages are received, after the article is ready, which convey additional information; or, perhaps the paper is lacking in "optional matter" and several articles must be lengthened by inserts or by *adds*, — additions made at the ends of stories. If no further information is to be had from immediate news sources, such as names in connection

Cooperative Stores in Alaska

Cooperative stores, managed by natives, are fostered wherever possible in Alaska by the United States bureau of education, which has charge of education for the natives of Alaska. In this way the bureau helps the natives protect themselves from those traders who charge exorbitant prices for food and clothing and pay as little as possible for native products. In the small villages even legitimate marketing expenses are a heavy burden unless there is some form of cooperation. These cooperative attempts have been a decided success. At Hydaburg, in southeastern Alaska, where the United States school teacher has general oversight of the cooperative stores, the natives were able, after 12 months of business, to declare a cash dividend of 50 per cent and still have funds available for the erection of a larger store building. The Klawock Commercial Company, also under native management, was able after nine months of existence to erect a new store building from its surplus. At Klukwan also the natives have organised a cooperative store. (*Honolulu Star-Bulletin*)

Inserted Headline

Seeking the Thriftiest City

COMPETITION likely to be aroused by the American Society for Thrift, in its effort to find the thriftiest American city, bids fair to be lively, interesting and instructive. It is encouraging to find that testimony to thrift is to be given a much wider range than is commonly the case. The per capita savings bank balances, that is, are not to carry all the weight, or most of it. The society must know how communities in competition are doing along other lines — in education, in civic duties, in small gardening, marketing, and cooperation, and in music, art, and athletics.

(*Christian Science Monitor*)

Inserted Headline

with some social affair that has been "kept down" to a stickful in the original report, then the writer is referred to the *morgue*. This is the information storage vault of every newspaper office. Books, pamphlets, catalogues, records, and hundreds of clippings of all sorts are kept here for ready reference. Instead, however, of being a dead place, it is a writer's live wire when he is suddenly called upon for an add or when he needs padding for his Sunday feature story. The articles on pages 48 and 49 might be reduced to a stickful each; they might be cut at many points; or each one might be extended to fill a page or more in the Sunday magazine section, and materials for such extension, both literary and illustrative, could be had in abundance in the morgue of any up-to-date newspaper.

THIS EVENING'S NEWS

Fair; variable winds.

Prescott & Co.'s hardware establishment at 324 Congress street burned out.

Meeting of directors of Boston & Maine Railroad; action on dividend postponed to June meeting.

United States Finishing Company creditors' committee issues statement showing depletion of $1,250,000 in working capital but showing prospects of equitable adjustment.

National

Renewed movement for cabinet department of health.

House resumes reading of tariff bill, continuing on free list.

Senator Burton opposes civil service investigation; suspects politics.

Senate Territories Committee resumes hearing on Alaskan problems.

President Wilson considers Saturday half-holiday for Government employees.

President Wilson has a ready-made tariff board to investigate any complaints about the new tariff.

Foreign

Assassin of King George commits suicide at Salonica.

Member of Scott Antarctic expedition says that explorer died of exhaustion.

(*Boston Transcript*)

A News Summary

Let us imagine that the wedding of a prominent citizen's daughter has received but a stickful of notice. The guests have not been named, but the statement "there were about five hundred relatives and friends present" occurs in the item. The editor calls for an insert and the reporter gets the names. He is called upon for a further add, and the morgue shows him that the prominent citizen, father of the bride, is descended from a famous old English family and that he once figured in a large but questionable financial deal. The article may thus be elaborated from a stickful to a column, from a news item to something of a feature story. This method is seldom necessary, however. As a rule the editors are obliged to make many more demands for condensation than for expansion.

So much in general is to be observed in the newspaper "write-up." Our news course is this, — *watchers, workers, writers, readers,* and *editors.* In other words, the news every day is watched, reported, written up, read, revised, and edited. This is its little personally conducted journey before press. It is now ready for its mechanically conducted journey which we have already examined.

MOYER RETURNS TO STRIKE ZONE; MEETS GOVERNOR

Says He Will Try to Finish His Work at the Scene of Deportation.

WILL GO BEFORE THE GRAND JURY TO TESTIFY

Governor Ferris Gives Audience to Spokesmen of the Mine Operators.

MOYER GUARDED AS HE ARRIVES AT HOUGHTON

Houghton, Mich., Jan. 8.—Charles H. Moyer, president of the Western Federation of Miners, returned to the copper country today, accompanied by Charles S. Tanner, auditor of the federation, who was deported with him on Dec. 26. The men came under guard of deputy sheriffs and will appear before a special grand jury late this afternoon. Arrangements for Moyer's return were made by Grant Fellows, attorney general of Michigan, after a conference here last night with Governor Ferris.

(*Minneapolis Journal*)

A Paragraph News Summary

[See page 60 for further illustration]

The Newspaper Editorial. — In addition to conveying news a newspaper has a further mission, — that of forming or reforming opinion. This it does through its editorials. An editorial is an anonymous, impersonal explanation of or comment — favorable or unfavorable — upon some topic of current interest. The editorial writer works in opposite direction to the reporter. The latter gathers news but does not comment; the former comments but does not gather. The editorial is written by a member of the editorial staff, and occasionally by some person not connected with the paper who is an expert in the subject upon which an editorial is desired. It is for the most part expository and argumentative, sometimes with a flavor of irony. Seldom nowadays does a paper make an out-and-out attack either upon an individual or a group of individuals. It is both undignified and

dangerous to do so. But early journalism was prolific of personal editorial attack. For subjects the editorial often feeds upon the most important news items reported on the first page of the paper, though usually the editorial does not appear on the same date. Editorials necessarily follow news but lead opinion. To do this latter, they must, however, comply with certain conventions.

The editorial writer must never affront by means of crude argument. He must not ridicule, but persuade; not offend, but seduce. He must always be fair. He must be subtle enough to change a reader's opinion without letting the reader know that

GIST OF THE NEWS

THE TIMES-DEMOCRAT, May 8, 1913.

WEATHER — Generally fair to-day and to-morrow. Highest temperature yesterday 73, lowest 62.

AMUSEMENTS IN NEW ORLEANS — Spanish Fort, vaudeville, 8 p. m.; Orpheum, vaudeville, 2:15 and 8:15 p. m.; Greenwall, musical comedy, 2:30, 7:45 and 9 p. m.; Lafayette and Trianon, moving pictures.

∴ ∴ ∴

Alfonso of Spain arrived in Paris for a visit which is considered a political event of importance and foreshadowing an alliance. — Page 3.

An attempt to blow up ancient St. Paul's Cathedral in London was ascribed to militant suffragettes, as were placing two other bombs and three incendiary fires during the day. — Page 3.

∴ ∴ ∴

Speakers at the session of the American Physicians and Surgeons declared life in parts of human tissue may be maintained for years after the organism has died. — Page, 1.

(*New Orleans Times-Democrat*)

A News Summary

such is his aim. He can accomplish this oftentimes by writing for successive issues two or three editorials on the same subject from different viewpoints. As a rule the first paragraph, or at least the first few sentences of his editorial, should be expository, as a basis for the argument to follow. This is the editorial lead. Sometimes a quotation from the article or the interview upon which the editorial is based is placed at or near the beginning. The editorial that is continued from day to day, however, needs this expository stickful only at the beginning of the first installment. The editorial writer needs to observe also the rule of making his editorial capable of breaks at various places. He is not so strictly held to this as the reportorial writer, because the policy of the paper is at stake in his case, and unless he can have a good deal of spatial liberty, he cannot do his paper justice. But he must never

fail to be simple, concise, direct, succinct. And he rarely does. The editorial pages of our best papers would be enormously educative not only because of content but also because of form, if more people would read them thoughtfully.

The so-called yellow journals employ the device of the sentence-paragraph in their editorials chiefly in order to induce reading. Every sentence is indented and stands as a single paragraph. Such a form is much more easily grasped by the ignorant mind than is a solidly massed paragraph-thought. It has besides a less forbidding appearance. Frequently these papers also place a striking cartoon close to their editorial columns and thus attract their readers to that page. In other words, they go down to meet a certain class of readers instead of bringing those readers up to a higher standard of editorial. The editorial page of the "yellow" is usually the last and is therefore easily found. In the more dignified papers it is placed about the middle of the whole paper or at the middle of the first section, if the paper is issued in sections. Usually three or four columns of such a paper are given over to editorial matter proper. As a rule the editorials are started immediately below the newspaper title and are arranged from that of greatest to that of least importance. They vary in length; but usually the longest is placed first. The occasion and the subject both help, of course, to decide what the editorial length shall be. There is much difference among the best papers

JOHN BURROUGHS A VISITOR.

Walks With Science Classes and Talks of Birds With Them—His Comments on Republicanism, Wilson, and Woman Suffrage.

John Burroughs, the naturalist, is spending several days at Mount Holyoke college. He prefers not to address the college body in any formal way, but is glad to go on walks with the science classes, and talk of the living things in Nature, with which he is so familiar. Thursday morning Mr. Burroughs went out with Dr. Clapp and a number of students of zoology. He is not interested in laboratory work, but always studies birds and flowers in their natural environment.

Mr. Burroughs lamented the fact that the number of birds is growing smaller every year. The crow and the red squirrel, which eat birds' eggs for food, would never be the cause of the extermination of birds. The artificial enemies, the cat and the gun, are what have taken them off. The passenger pigeons, which used to sweep across the sky, are now practically gone. Even the robins, he said, are not nearly as plentiful as they once were, and the bobolinks are going fast, particularly in the South. He spoke of the peculiar habits of a number of birds which were seen in the course of the walk.

Mr. Burroughs discussed a variety of other subjects, showing his wide interests, and included even some of his views on politics. The republican party, he believes, has fallen into the corrupt condition which any party too long in power would do. Wilson, he says, "rings true," and if the people follow him they will not make a mistake. He prophesies that the time is coming when all women, if they want it, will have the vote.

(*Springfield Republican*)

A Magazine Page Item

THE MAKING OF A BOOK

Complicated Machines, Working More Accurately and Rapidly Than Human Hands, Make Possible the Cheapness of Books and an Enormous Annual Output.

When you buy a book the persons you generally think of in connection with it are the author, the publisher, the bookseller and yourself.

But you seldom stop to think of the force of trained workers who, responsible for the mechanical production of your book, devote themselves year in and year out to manufacturing books that will be attractive to the public.

The method of procedure in manufacturing books in general is the same, although the details vary in different classes of books and in the printing plants of different publishers. Take, for instance, a novel that is going to be a "best seller." Assume that the manuscript has been approved by the publisher's readers and accepted by the publisher or the head of his editorial force. After the contract has been drawn up and signed by author and publisher the manuscript goes to the head of the manufacturing department.

First the words in the manuscript are counted, the average novel contains 80,000 words — for the number determines the size of the type and of the type page. The type page is designed so as to bring the book out to a certain number of pages that will keep it within "even forms" of sixteen to thirty-two pages. Frequently several sample pages are "set up" in type before a decision is reached as to the style and size of the type and the size of the page.

When these matters are settled the manuscript is given to the typesetters working on machines that automatically cast the type in single letters or in solid lines, according to the equipment of the plant. The type is placed in "galleys," columns about twenty inches long. Proofs are made from these for the correction of errors by the editorial force and the author. The artist also receives proofs if the book is to be illustrated or a cover design prepared.

Corrections having been made the type is divided up into pages. Final corrections and revisions are made from the page proofs. Then the pages of type are cast into plates by the electrotyping process, which involves wax impressions being made of the type and the sheets of wax being hung in a magnetic battery, where they are coated with "shells" of copper. These shells, the exact form of the page, are backed with molten metal to make a printing plate about three-sixteenths of an inch in thickness. Before these plates are placed on the presses they are fastened to blocks of wood.

Meanwhile the pages that precede the text have been set up after careful consideration of type styles so as to be in the following order: the halftitle (usually consisting of simply the title in a single line), the titlepage, the copyright notice, the dedication, the preface, the chapter headings and the list of any illustrations that may be included in the text.

The selection of the paper is no simple matter. The head of the manufacturing department must consider samples in relation not only to the price but to the finish, weight and size of the paper. The paper must "take" the type well, and the finished book must not be too fat nor too thin.

The modern printing press used in most plants automatically feeds, prints and delivers in piles 1,500 sheets of thirty-two pages every hour with superhuman perfection and precision. Preparing the form for thirty-two plates for printing on one side requires no little skill, since the pages must be arranged so that the sequence of pages on both sides will be correct when the big sheets of paper are folded and cut by ingenious machines.

The folded sheets, known as "signatures," are gathered, either by hand or machinery, in the order in which they are to appear in the finished book. In view of the fact that sewing machines stitch the signatures in one continuous row the volumes have to be cut apart by hand. Next the back of each volume is rounded and the edge of the back forced out by machine pressure. so that the covers may have play. Pieces of rough cloth reinforced by pasted strips of paper are glued on the back, the edges of the cloth overhanging about an inch after the glue has dried.

The book is now ready to be pasted into the covers, which are made by machines using the same method as the hand worker but working with greater uniformity and speed. The cover is generally nothing more than cloth pasted on two strips of cardboard and printed with the lettering and design. The final step in the process of manufacturing a book is subjecting it to heavy pressure for a day or a night or more. Then it is ready for the market.

(New York Sun)

A Magazine Page Article

E

in the matter of giving titles to editorials. Some use titles, others simply separate their editorials by means of heavy lines. The latter columns on the editorial page of most papers are given over to letters from readers, bits of verse, terse editorial lines and sentences, and *sub-editorials*. The last-named consist of paragraphs or sections that deal with minor matters of current interest in a

TOPICS OF THE TOWN

HOW would you like to pay out $450,000 with the dead certainty of getting immediately in return $3,450,000? It looks like a good piece of financial business.

For many years a party of patient Philadelphians have been waiting to do this—or, at one time, even better than that—and now there is a possible chance of the thing happening.

A recent decision by the Supreme Court of the United States has revived great interest in the stock of the Northern Pacific Railroad that refused to assent to the reorganization plan of that road nearly 20 years ago. Down in the vaults of the Fidelity Trust Company are locked about 30,000 shares of such non-assenting stock, of which more than 25,000 belong to people of this city. They refused to pay an assessment of $15 a share and so the road was reorganized without them. Now the regular stock stands around $114, but the shares that refused to come into the reorganization have hovered close to zero all this time. Occasionally a few shares might change hands at a dollar. When the Supreme Court last week ordered the railroad to pay a contractor's debt incurred prior to the reorganization, it uncorked more hope for this body of non-assenters than they had felt in two decades.

They have brought suit to compel the Northern Pacific to give them regular stock in exchange for their old stock, plus $15 a share. If the court shall order the company to do this, the total assessment if about $450,000 on 30,000 shares would instantly change into a property having approximately $3,000,000 more value than that.

I know a young Philadelphian who had 2000 shares of Northern Pacific after the company was reorganized, and when the quotation for the regular stock was under $15. He sold it at a profit just big enough to pay for a fur-lined overcoat. For a brief time on that memorable day, 12 years ago next Friday, this same stock had a market value of $2,000,000.

(Philadelphia Ledger)

POSTMARKS.

If the preachers could have their way what a peaceful old world this would be?

◆

The loudest noise at Washington is made by the men who are after the little places.

◆

The way to get even is to make two stalks grow in the place where the frost nipped one.

◆

If St. Helena is to become the real "Adamless Eden," its place in history will become more important than ever before.

◆

It may be that Friedmann's slowness is due to his association with the turtle. Sort of got the habit, you know.

◆

The fact that "Uncle Joe" shows no disposition to start his trip around the world arouses the suspicion that he is looking over his "deestrict."

WHAT EDITORS ARE SAYING

The Powder Trust is not worrying. Its net earnings for the first quarter of the year were over a million dollars. War talk pays. —Rochester Herald.

◆

Hundreds of Indians down Oklahoma are rolling in wealth from the oil that has been discovered on their lands. This is the only kind of fire water that ever did Poor Lo any good.—Boston Transcript.

(Pittsburgh Post)

Typical Sub-Editorial Matter

less serious vein. They are indicated by such titles as "Topics of the Times," "A Minute's Glance," "As the Wind Blows," "Day by Day," etc. Letters from readers are usually grouped under an attractive heading and each letter is given a single or decked headline according to its importance. Very often letters to editors are of sufficient value to provoke editorials and even to start a reform movement. The extracts shown here and on opposite page are characteristic sub-editorial matter.

DUTCH ORIGIN OF FLAG.

Netherland Law Also Explains Why We Turn to the Right.

To the Editor of The New York Times:

Perhaps some day when our historiographers condescend to study the history of the Dutch Republic and of the people who first settled Distinctive America—New York, New Jersey, Pennsylvania and Delaware—we may get some light, first on the origin of the stars and stripes, and second, "why, we turn to the right instead of the left."

In the naval flag of the Dutch Republic of seven States the flag of seven stripes, alternately red and white, represented a federal republic, in which each State in the Senate or States General had one vote. The armies and the ships' peaks carried the union flag of the red, white and blue, or at times the flag of twenty-one stripes, in which the three colors were repeated seven times. All the problems of State right, supremacy, secession, coercion, reconstruction and reunion were, as part of the inevitable experience of federal government, met and faced.

The decisive reason why Americans turn to the right, is because the Middle States, settled by Netherlanders, followed the Dutch statute law—"Turn to the right." Only last Summer (1913) I saw again in my ninth tour in the Netherlands the universal directions posted prominently for man, beast and vehicle—Rechts Honden (keep to the right).

If we must discuss the origin and use of the stars and stripes, can any one furnish contemporaneous documentary evidence that the flag ordered by the Continental Congress June 14, 1777, was, except above forts or ships, ever once carried in any battle before 1780? Was it ever used on the battlefields of the Revolutionary War (apart from forts, military posts and on ships) before Yorktown?

No discussion is invited. Proof is the desideratum.

WILLIAM ELLIOT GRIFFIS.

Ithaca, N. Y., Jan. 9, 1914.

From a Lonely Girl.

To the Editor of The Tribune.

Sir: Will you publish in your paper the address of some club or meeting place where a young girl of nineteen could go to spend a pleasant evening once in a while? I am very lonesome sometimes and would like to become acquainted with some nice young people of both sexes. I've heard there are such clubs in the city. Perhaps some generous reader could suggest a place or two that I may choose from. M. K.

New York, May 1, 1914.

[She might join the Vacation Savings Fund, at 38 East 39th st.; the Recreation Centre of the Young Women's Christian Association, at the Berkeley Theatre Building, in 44th st., where basketball, roller skating, dancing, etc., can be enjoyed, or the Working Girls' Vacation Society, 105 East 22d st.]

(*New York Tribune*)

THE OPEN COURT

(Readers of The Herald are invited to make free use of this column to express their ideas about the topics of general interest, but discussions of sectarian religious differences are barred. Letters must not exceed 300 words—the shorter the better. They must be written on one side of the paper only, and they must be accompanied in every case by the name and address of the writer though these need not be published. A signed letter is always more effective, however.)

CORRECT ANSWER.

To the Editor of The Herald:

In answer to the question as to how many jumps it will take the frog to clear the twenty-foot log, jumping ten feet, then five feet, etc., will say that he never can clear the log. Regardless of how short the distance may become he will always have one-half of the remaining distance to jump. Respectfully. D. N.

Two Harbors, Minn., May 5.

(*The Duluth Herald*)

Typical Letters from Readers

The members of the editorial board of a large metropolitan paper will meet usually for a short time every day, with the editor-in-chief at their head. Policy is discussed and outlined, and topics for editorial treatment are decided upon and assignments made. The members of the editorial staff see little or nothing of the reportorial forces on their paper. They are a body above and apart, as it were, from the workaday world of the offices. Each one is a man high up in the newspaper ranks, which place he has reached in most cases through deserved promotion; in some, through spectacular work and special aptitude. Editorials of different kinds are here reproduced:

It is a good thing for the travelling public to keep up, not only with the course of new legislation, but with new railroad regulation as well, for by so doing they will frequently discover a new and interesting situation. For instance, after the first of June the limit in length of trunks that may be carried as free baggage will be forty-five inches. Anything over that may still be transported, but at excess rates. This is likely to cause a change in the 1913 trunk models. The cottage variety, and the drummer's sample caskets will be more or less discouraged. No doubt a trunk of that length, with width and depth in proportion, is burden enough for the baggagemen to handle, but with the new limit there should be a regulation requiring the baggage tossers to be more careful of the impedimenta that come under their tender mercies.

(*Boston Transcript*)

"This thing is not going to be allowed to drag out all summer," says the mayor. It really makes little difference what "this thing" refers to. The same determination not to let things drag has been expressed at the city hall for at least fifty years—and still they drag. And still they will drag until the "things" are taken out of the hands of politicians and out of a planless plan of city government.

(*Kansas City Star*)

The park authorities in New York city have entered upon a vigorous and righteous campaign against those who leave litter behind them on the lawns and walks of the public parks. The campaign in behalf of Central park resulted yesterday in the fining 57 people $1 each in a West-side court for violating the ordinance prohibiting the scattering of papers and rubbish. Such a campaign is needed in every city until the offenders who litter the parks are taught a lesson that should come more naturally than it does. Park visitors have learned, as a rule, that they cannot despoil the flowers and the shrubbery, and that is well. It may take some time to teach them to gather up their boxes, papers, egg shells and banana peels—but the result is desirable enough to justify much pains in the process of education.

(*Springfield Republican*)

Queen Eleanor of Bulgaria has decided to postpone her visit to the United States on account of the trouble between this country and Mexico. Her majesty has recently been through two wars in the Balkans, which were conducted with unparalleled ferocity by all concerned, and she naturally shrinks from contact with any more such experiences. Evidently Queen Eleanor needs to visit this country to learn something about its vast extent and how little it would be affected by a war with such an insignificant republic as Mexico.

(*Salt Lake City Tribune*)

AN OPPORTUNITY

An international commission is now at work planning the celebration of the approaching hundred years of peace between America and Great Britain. Various spectacles and pageants have been suggested, and it is certain that the occasion will be observed with much ceremony and expressions of mutual good will.

Why not seize the opportunity to remove the last cause for friction between the two nations by repealing the Panama canal tolls, which now discriminate in favor of American coastwise shipping? There is, of course, no danger of war between the two countries over this particular issue. But the disregard of treaty obligations on part of the United States casts a reflection upon us not only with Great Britain, but with the entire world.

Should this government speedily remove the blot now resting upon the reputation of America, the forthcoming celebration would be given a new significance in the eyes of civilization.

An exchange says "the trusts will die hard." Well, death comes pretty hard even to human beings.

Over 300 lawyers in congress, and every one with a brief!

So few will be running for office after the tariff is settled to the satisfaction of all!

Next will be the announcement of Sarah Bernhardt making her tenth farewell vaudeville tour.

How California objects to coming into the union!

The New York Sun calls the Congressional Record "a dropsical old fraud"—and this, too, at a time when we thought it was taking on new life!

Don't believe that they will send George Ade to congress, for this congress is not a joke.

(*Atlanta Constitution*)

The Newspaper Advertisement. — Advertisers support the newspapers and newspapers support the advertisers. The penny that we pay for our paper is less than cost price. The large number of advertisements more than makes up for this reduced price, however. If a paper has a large circulation, this fact induces advertisers to make use of its columns as an advertising medium. On the other hand a small but comparatively select circulation may also be used with good results by the advertising manager as an inducement. People of course want intelligence, entertainment, and instruction from their papers. But they also want business opportunity and facility. This the advertising columns give them not only in quantity but also in quality. Newspapers have succeeded in ousting fraudulent advertisements from their pages. Formerly many quack and otherwise bad advertisements found their way into them. But people hold their paper responsible for genuineness in advertisements as well as in news, and newspapers have been obliged more then once to make up in money, losses that their readers have suffered through fraudulent advertisements. This has brought about investigated advertising and no good paper will take an advertisement nowadays until it has assured itself that it is all right in every respect.

A half-billion dollars a year are spent in this country in newspaper and periodical advertising. One-third of this amount goes to the newspapers and two-thirds to the evening rather than to the morning papers. This difference is due largely to the fact that there are many more evening than morning papers. There are cities of half a million that do not support a morning paper but that have several evening papers. Moreover, the afternoon or evening newspaper is generally regarded as a somewhat better medium, for one reason because it is not thrown away so quickly and is more likely to be kept and used in the home longer than a morning issue. The best paying advertisements are those of the department shops, because they are larger than others and are usually regular. Next in importance come classified advertisements, court, election, and tax notices, and the smaller general advertisements of special commodities, such as drugs, shoes, clothing, and so forth.

Usually a paper prints its general advertising rates either in the title column on the editorial page or elsewhere in every issue.

Its special rates are issued by means of card or circular. The following will throw some light on newspaper advertising rates:

Classified Advertising Rates

HOUSTON POST

Daily, per word ..... 1 cent
Sunday, per word ..... 2 cents
Seven consecutive insertions of same ad, per word ..... 5 cents
Thirty consecutive insertions of same ad, per word ..... 20 cents

No ad accepted for less than the price of 15 words.
Count every initial or group of figures as one word.
Figure four words for a blind address.
Ads set in solid agate caps, 5 words counted the same as seven.
Open-face display type at top and bottom of ads at NO extra charge.
Black-face display type at top and bottom of ads as follows:

1 time ..... 15c per agate line
2 times ..... 14c per agate line
30 times ..... 10c per agate line

Two, three, four and five-line type only sizes used in Classified Ads.

Blade Want Ads

Rate: 3 cents per agate line

Minimum Charge 10c Per Day.

All Display Advertising 5 cents per line.

BUSINESS ADVERTISING—

5 Cents Per Agate Line (Solid or Display).

SPECIAL CLASSIFICATIONS—

Personal Property Loans
Position Agencies
Personal
Medical
} **8 Cents Per Agate Line, Solid or Display.**

(From *The Toledo Blade*)

WANT ADS

One Cent a Word Each Insertion.
No Advertisement Less Than 15 Cents.

(From *The Duluth Herald*)

THE WASHINGTON HERALD

THE LARGEST MORNING CIRCULATION IN THE DISTRICT OF COLUMBIA.

Advertising Rates in Effect May 1, 1913.

DISPLAY ADVERTISING.

Space to be used within one year. Minimum space, 14 agate lines.

Run of Paper.

SINGLE INSERTIONS	12c per line
26 times, or 1,000 lines	11c per line
52 times, or 2,000 lines	10c per line
104 times, or 3,000 lines	8c per line
156 times, or 5,000 lines	6c per line

SPECIAL DISPLAY RATES.

Automobiles, 312 days or 5,000 lines	6c per line
Steamships	6c per line
Resorts, 1 time, 10c: 26 times	6c per line
Mail Order	8c per line
Publishers' announcements	8c per line
Financial, Political, Insurance	15c per line
Reading Notices	40c per line
Reading Notices, first page	75c per line
Telegraphic readers	$1.00 per line
Telegraphic Readers, first page	$2.00 per line

Position Charges on Display Advertising.

Next to Reading Matter	Add 1c per line
First following and next reading	Add 1c per line

CLASSIFIED ADVERTISING.

One cent a word, each insertion, if paid in advance; 10 cents per line, each insertion, if charged. No advertisements accepted of less than two lines; width 13 ems.

Special Information.

Length of column, 293 lines; 7 columns to a page. Double column advertisements must not be less than 28 lines deep; three columns, 56 lines deep; four columns, 75 lines deep; five columns, 100 lines deep.

THE WASHINGTON HERALD CO.

J. W. HUNTER, Publisher,
WASHINGTON, D. C.

New York Office:
J. C. WILBERDING,
225 5th Avenue.

Chicago Office;
A. R. KEATOR,
715 Hartford Bldg.

IN EFFECT JANUARY 1, 1914.

Seven Words per Agate Line.	Price per Line Daily & Sunday
A—Amusements	50
No advertisement taken less than 4 lines.	
Agents Wanted	30
3 time rate 75c. per line.	
7 time rate $1.50 per line.	
Apartments Unfurnished	25
3 time rate 63c. per line.	
7 time rate $1.25 per line.	
Auction Sales	20
Automobiles	30
Art Sales	30
B—Banking and Financial	40
Birds, Poultry, etc	20
3 time rate 50c. per line.	
7 time rate $1.00 per line.	
Board	20
3 time rate 50c. per. line.	
7 time rate $1.00 per line.	
(Special Rate: 12 words for 30 cents, Daily or Sunday.)	
Boarders Wanted, Country	25
3 time rate 63c. per line.	
7 time rate $1.25 per line.	
(30 time rate $5.00 per line.)	
Business Notices	60
Business Opps	35
3 time rate 75c. per line.	
7 time rate $1.50 per line.	
Business Prop. to Let	25
3 time rate 63c. per line.	
7 time rate $1.25 per line.	
C—Cemeteries	60
Copartnerships	35
D—Dancing Schools	25
3 time rate 63c. per line.	
7 time rate $1.25 per line.	
(See special 28-time rate.)	
Dentistry	35
Died	35
Dogs, etc	20
3 time rate 50c. per line.	
7 time rate $1.00 per line.	
E—Election Notices. (Financial.)	40
Employment Agencies	50
Select Employm't Agencies	25
3 time rate 63c. per line.	
7 time rate $1.25 per line.	
Educational Instruction	20
3 time rate 50c. per line.	
7 time rate $1.00 per line.	
(See special 28-time rate.)	
Engaged	35
Excursions	35
European Resorts (See Resorts.)	
F—Flats and Aparts. to Let	25

GENERAL ADVERTISING.

AGATE MEASUREMENT.

[280 lines to the column.]

DAILY.

2d or 3d page	60c. a line
Full position. 2d or 3d page	75c. a line
Page opp. Editorial or last page Main Sheet	50c. a line
Sporting News Page	50c. a line
Inside Pages	40c. a line

SUNDAY.

Inside pages of Supplements	40c. a line
1st pages of Supplements	45c. a line
Last page Main Sheet	50c. a line
2d or 3d page	60c. a line
Full position 2d or 3d page	75c. a line
Sporting News Page	55c. a line
Other pages Main Sheet	45c. a line

EVENING EDITION.

General Advertising	40 cents a line
Second or Third Page	60 cents a line
Full position, 2d or 3d page	75 cents a line
Last Page	50 cents a line
Amusements	50 cents a line
No advertisement taken less than 4 lines.	
Personal	60 cents a line
Medical	60 cents a line
Public Notices	35 cents a line
Real Estate	30 cents a line
New Publications	30 cents a line
Magazines, Daily or Weekly Newspapers	40 cents a line
Financial	40 cents a line
Political	50 cents a line
Sporting	50 cents a line
Advertisements ordered on Sporting News Page	50 cents a line
"Wants," etc., under classification headings	30 cents a line
Business or Special Notices	60 cents a line

READING NOTICES.

Marked —(Adv.

In THE SUNDAY EDITION.

First page	$3.50 a line
Page opp. editorial, or 1st supplement page	3.00 a line
Inside pages, Main Sheet	2.50 a line
Other inside pages	1.50 a line

In THE DAILY EDITION.

First page	$3.00 a line
Page opp. editorial, or last page Main Sheet	2.50 a line
Inside pages	1.50 a line
Advertising items (preceding Deaths)	$1.00 a line
Items following Deaths	60 cents a line
Financial Notices, after Financial Article	1.50 a line

In THE EVENING EDITION.

First page	$3.00 a line
Inside pages	1.50 a line

By Agate Measurement.

Excerpts from the Advertising Rate Sheet of *The New York World*

So much per agate line is charged for small advertisements. For larger ones charges are made according to space, position, and regularity of insertion. Reductions are made for large, regular advertisements; extra charges are made for especially choice and prominent positions. Newspapers do not allow advertisements to invade their editorial and late news pages as a rule. Sometimes, however, they will permit a key or small index on their first page to point out an advertisement on another page. It is an interesting problem for a student, knowing the advertising rates of his paper, to work out the total income from advertisements for a single issue.

Because of the inferior quality of newspaper paper, illustrations for advertisements should be made in line drawings. Color designs may, however, be used in Sunday magazine sections if they are on a better quality of paper. Newspaper advertising managers are frequently able to offer advertisers attractive designs for their advertisements, such as border and shape devices, and they are also prepared to make other interesting and profitable suggestions by way of increasing the probability of returns. Many papers make a specialty of a certain kind of advertising. Some will specialize in "Lost and Found" advertisements and will accordingly establish a reputation for efficiency in this direction. Others will place their stress upon "Help Wanted"; still others upon "Investment Opportunities," and so forth. In this way many newspapers themselves become advertisers of the specialized advertising facility they have to offer. They know very well that the human rank and file are good followers, that if they can establish a reputation for being "ahead" in a certain kind of advertising, people will come to them, just because they are "the fashion" in this certain respect.

Advertisements are sometimes submitted in plate, sometimes in print, more frequently in type or hand writing. The larger and more regular the advertisement, the more likely it is to reach the newspaper office in a permanently set form, such as plate or print. The lesser advertisements — classified and others like them — are usually hand or type written. Of these no proof is submitted to the advertiser, the office force of the newspaper seeing to the accuracy and correctness of form. For the larger advertisements, however, it is customary for papers to send proofs to the adver-

tisers and await their approval before proceeding or "releasing." (See page 116 for further treatment.)

The Make-up. — Having now assembled all our news items, editorials, and advertisements, together with whatever verse, letters from readers, and magazine sections are to be included, we are ready to go with the make-up editor to the composing room and see how the various articles are to be finally arranged. Some papers appoint a special editor for this work, who, in addition to being the make-up editor, is also the indexer. Others divide the task between the managing and city editors, and sometimes, though rarely, even the higher officials take a hand. We have seen (page 9) at what stage of their journey the various news articles are made up. We are here engaged with the purpose and method of that make-up.

In arranging the contents of a paper an editor has to keep four objects in view:

I. To get the important news in the most important places.

II. To group the various other contents of the paper in such a way that habitual readers can easily find them.

III. To get symmetry and good appearance in the total assemblage of material.

IV. To meet obligations of position in the case of news records and advertisements.

He makes up the editorial page first, for it is usually ready early and follows a more or less conventional form. Then he adjusts and arranges the advertisements, which are also among the early arrivals. Next he arranges that news of local and general, but minor interest, in the pages between the editorial page and the first page of the paper. A page of foreign news may next be filled. Last of all, he makes up the first page of the paper with the most important and latest received news to be contained. This page gives him the most trouble. He must have the most valuable article of all in the last column, for when papers are folded for sale on news-stands this shows up prominently. Furthermore, its being placed here makes it capable of *direct continuance;* that is, it can be made to read continuously on the first column of page two without the continued headline (page 39). He will avoid splitting articles as much as possible, but he will nevertheless be obliged to run more than one first-page story over to another page.

That page will be close to the first page if the story is an unusually important one. Never should the continued story run to a page back of the editorial page unless the first few pages have more than ordinary demands made upon them, as a result of some phenomenal news. For the convenience of readers, the make-up editor will make the continued headline conspicuous on the page where the story is continued, and he will insert guide posts, such as "continued on page —" and "continued from page —." Again, he must alternate the headlines on this problematical first page so that they will be attractive and symmetrical. It will look best to have the decked headlines in alternate columns, the single ones coming in between. His paper now made up as far as principal content is concerned, he will draw upon the "optional matter" or "justifiers," to fill in the many spaces of various sizes. He has been supplied with these in abundance and his problem is therefore one of assortment only. All of these things done, he assures himself once again that the regular news records are in their accustomed places, and that ad-

ANTI JAP BILL PASSES--U. S. TO BEG DELAY

Only Hope to Prevent War Crisis Seen by Government in Referendum

SEEK TIME FOR DIPLOMACY

Washington Fears Nipponese Will Be Inflamed Beyond Restraint if Law Takes Effect

Varied decked headline

Facts Which Bring Crisis With Japan

Alien land bill with features obnoxious to Japan passes California assembly, and Secretary Bryan goes home, defeated in his efforts to prevent its passage. The measure now goes to Governor Johnson.

The administration directs every energy to delay putting the bill into effect until the state department has had time for diplomatic negotiations salving Japan's feelings.

It is feared the passage of the bill will set Japan ablaze with an

Summary in black face

Summary in black face

uncontrollable demand for war, because the Japanese believe the measure attacks their national honor, classing them as an inferior race. This feeling gives Nippon the strongest possible fighting motive.

Bryan, David Starr Jordan and other peace advocates see only hope in referendum, which would halt the law for nineteen months.

Leaded

SACRAMENTO, Cal., May 3. —Four hours after Secretary of State Bryan left for Washington last night the assembly passed the alien land bill with all the features obnoxious to Japan which President Wilson has sought so strongly to prevent.

The bill now goes to Governor Johnson. He has announced that he will sign it after giving Bryan and Wilson a "reasonable time" to make a final plea against it.

Single spaced

Japan is expected to be inflamed by the passage of the measure, because the Nipponese feel it attacks their national honor, classing them as an inferior race. President Wilson and his advisers have not concealed their fear that war cannot be averted if the measure goes into effect, because of the fiery temper of the Japanese people.

(*Denver Republican*)

Illustration of Varied Types and Spacing

vertising obligations have been met. When Mrs. Homebody wants to read about the weather or the recent deaths, she has no intention of being fooled. She knows just where to turn. But should she turn in vain even once, the paper would receive a letter of complaint from an "Old Subscriber." When Mr. Business looks at the top of a certain page to see his advertisement and finds it at the bottom instead, he very soon telephones the advertising manager that he wants what he pays for. These are just a few of the make-up editor's troubles. Make-up means for him not only the arrangement of news but the departmentalizing of it as well, and the compliance with contracts, expressed or understood, with business patrons and subscribers. He has to comply with many demands at once, and when he orders the galleys locked up and sent to the stereotyping room, he deserves a breath of relief, whether or not he is yet able to take it.

Column width as well as column number per page varies among newspapers. Some papers carry seven columns per page, some eight, some vary the size, notably the yellow journals. The width of the column in standard papers is a little over two inches; two and one-sixth inches in an eight-column sheet, two and one-quarter inches in a seven-column sheet. Column width measurements are made in terms of *ems*. An *em* is the square of the body of

a type; or there are about six and one-fifth ems in an inch. The ordinary newspaper type carries eleven lines to the inch and from six to eight words to a line. The lines of the leads are sometimes *leaded;* of the editorials always. This means that they are spaced by means of placing between them a thin piece of type metal or brass. On the other hand, the lines of certain kinds of notices and of the less important parts of articles are frequently placed much closer together than the general reading matter — *single spaced* or *set solid.* (See pages 60–61.) Long quotations are usually spaced on each side of the column. All of these special considerations must be borne in mind by the make-up editor, as well as by writers and copy readers. While of small importance in individual news articles, they amount *in toto* to a considerable item and call for close and expert calculation.

It seems to be settled that if the cotton and woolen industries continue to represent that the reduction in rates will seriously hurt them they will have to show the Administration. Some of the cotton and woolen mills in New England have been declaring that if the tariff bill is passed in the form in which it now stands they will close down. If they carry out their threat they will have to face an investigation by the Bureau of Domestic and Foreign Commerce. If they want it they can get an investigation before Congress finally passes the bill. (*Boston Transcript*)

An official communication issued at the close of the ambassadors' conference is as follows:

"The fact that the King of Montenegro has placed the fate of Scutari in the hands of the powers is a matter of great satisfaction. The governments of the powers will now consider what arrangements shall be made in the immediate future in regard to the town."

"The Ambassadors will meet again on Thursday."

One of the Ambassadors, at the close of the ambassadorial conference today, said:

"The situation is saved and the crisis is past. The reported Austro-Italian action in Albania has no point now."

The telegram from King Nicholas to Sir Edward Grey, the British Foreign Secretary, announcing that he had surrendered, was as follows:

"My dignity and that of my people do not allow me to submit to isolated orders. I therefore place the destiny of Scutari in the hands of the great Powers."

Press dispatches from Cettinje state unqualifiedly that King Nicholas has decided to evacuate Scutari. Immediate evacuation is expected.

(*Philadelphia Ledger*)

Relative Column Width and Conversational Indention

The Special Edition. — The Sunday newspaper has been called a "literary dime museum," — perhaps because it costs a nickel and is not, strictly speaking, literary. When we consider that it goes to press on Monday morning — all of it, that is, except those pages containing the latest news — it does not appear to be

such a marvel after all. The magazine sections of the Sunday paper are made up far ahead of the date of issue, and spend most of the week immediately preceding their appearance going through the composing and press-rooms. The late news sheet is prepared and printed exactly the same as any daily issue is. Many newspapers maintain special linotypers and presses for their Sunday output. The various sections are often distributed to the news-agent as soon as they are ready. He is obliged to fold the late news sheets with those others that have arrived beforehand in preparation for delivery. When papers warn readers to be sure to get *all* of their Sunday edition, they imply that the agent may be careless in assembling and folding the various sections.

The writer for the magazine columns of this edition, and also for the daily edition that carries special magazine columns, is exempt to a large extent from many of the laws and "Don'ts" of newspaper English. Furthermore, anonymity is not insisted upon, and the writer may be — often is — personal to the point of demagoguery. Yet in fairness be it said, that nowhere can a reader find all points of view of a question so liberally stated as in the Sunday magazine. The very range of subject-matter treated, as denoted in the index of a Sunday issue given on page 20, shows us at once that bias and bigotry have no place here. And all subjects are treated from all viewpoints for the reason that everybody writes for this journalistic forum. Lawyers, socialists, actors, doctors, farmers, teachers, novelists, poets, preachers, priests, laborers, children, legislators, and every other class and clan are not only pictured here by both pen and photograph, but are themselves contributors from time to time. Reporters on the regular staff contribute — often an illustrated expansion of some news item or feature story they have written for the daily — and have their work accepted or rejected along with the outsider's work.

The Sunday editor, like the other editors of a paper, is always well supplied with copy. Many reporters regard the Sunday sheet as an opportunity to make money on the side. Almost every one who has traveled a little writes an article and submits it. Society people, as well as others, are usually glad to have their likenesses in the paper. Frequently, however, the live Sunday editor will go outside the voluntary contributions and solicit a magazine article from some expert on a subject that happens to be

attracting attention at the time. Always he is in search of the unusual, the interesting, the instructive, and the entertaining.

A good deal of abuse has been heaped upon the Sunday paper, by the churches particularly. But the question as to whether the Sunday paper was made for Sunday, or Sunday for the Sunday paper, seems yet to be an open one. Certainly the Sunday paper is valuable in more ways than one, and its good points far outweigh its bad ones. Cheap and foolish colored attempts at humor should be prohibited for the sake of the young people, who need to be fed upon the abundance of better things of the same kind that are so easily accessible. But Sunday news may be quite as valuable to a community as any other. On occasion it may be more so. And certainly when our best contemporary thinkers and writers contribute to the pages of the Sunday paper, we can hardly afford to be without it.

By the *special edition* is also meant the occasional issue of a paper for some cause, — social, religious, or commercial. A newspaper in a town of, say, 100,000 people will turn over its facilities for the issue of a woman's edition, the total proceeds of which will be given to some charity. City papers also sometimes issue a special automobile or other commercial edition, and always there is a special edition on the chief holidays of the year. These can be only mentioned here, but this mention is made in order again to call attention to the inexhaustible enterprise and capacity of this modern gourmand of information, the newspaper.

The Newspaper Illustration. — Up to a few years ago the best newspapers did not publish pictures or illustrative matter of any kind in their daily morning issues. Now the newspaper that is not illustrated is the exception, though many papers even yet do not illustrate regularly. A special happening of any kind is accompanied by pictures, but "regular news" is not illustrated. This change in the attitude of the best papers toward illustrations has been brought about largely by recently improved methods of rapid photography and plate reproduction. Moreover, "all the world loves a picture." It is very similar to a headline in its relation to a news story, only it is more concrete and impressive. The "yellow" journals make more of the pictorial appeal than other papers, and probably overdo it. There must be propriety in illustration as well as in reading matter.

Pictures that incite to illegal action of any kind or that excite the passions occasionally get into the "yellow" press, it is claimed. Again, fictitious pictures are sometimes printed. If a "yellow" paper does not happen to have the plate of a famous person who is suddenly killed, and is unable to get it on short notice from the plate agency, the photographic "morgue" may be searched for one that will not print too well, and thus the emergency will be met. Foreign battlefield scenes all look much alike; hence, if war should suddenly break out in Turkey this morning, a plate of some old European or Asiatic battle scene would probably be called into service by the "yellow" for its next issue.

But this of course is not the kind of illustrating that interests us, though it may deceive us sometimes. We are concerned, rather, with the illustrations used by the best sheets. We shall find that there are four general kinds of illustrations used in them:

I. Cuts of individuals who are in the public eye.

II. Cuts of scenes or maps, used for the purpose of elucidating a news article. These are expository illustrations.

III. Reproductions of art, — pictures, statuary, and so forth. These usually appear in the Sunday issues and on better paper than the news sheets. They are usually the most expensive kind of illustration.

IV. Sketches and cartoons,[1] sometimes called *graphic editorials*. They consist of clever, graphic comment upon passing affairs. Every great newspaper has its "star" cartoonist, and his work is neither impersonal nor anonymous. This is one reason why we know and like it so well. In large newspaper offices he may be afforded a studio of his own, or he may do his work in the photographic studio or at his own home. Wherever his work is done, it is very important, in that it is frequently the most popular in the paper. There are cases on record — and not remote record, either — where the cartoons of a paper accomplished more toward the ends desired by that paper than all the writing its columns contained. The good cartoon enables the world to see itself as others see it. It is humorous or sarcastic eloquence expressed by line rather than letter. In the cheaper papers and in too many of the Sunday "funny" sections of the better ones, the cartoon and the

[1] The French *carton* and the Italian *cartone* mean *pasteboard*. The name has been adopted in this connection because the artist makes his line drawing on a stiff piece of cardboard of the actual or fractional size of the reproduced drawing.

sketch fall to the lower levels of crudeness and vulgarity. Happily these are becoming more and more rare. The reading public is making it clear that it wants better things for its Sunday entertainment.

The "Yellow" Newspaper.—Does it exist because people demand it, or has it created a demand for itself? We do not know. We are concerned chiefly with the fact that it is very much with us. It got its name from the yellow illustrations more or less widely used a few years ago in the humorous, or humorously intended, sections of Sunday issues. There is really nothing bad about either the word "yellow" or its meaning. But its application to a paper is an excellent illustration of the power of connotation. A yellow newspaper has a distinctly bad sound, but a yellow house, a yellow shirt, a yellow flower, all seem to us proper enough. And the word yellow in its journalistic application sticks. Even though those illustrations with which the name originated are now printed in red and green and blue and black, they are nevertheless all "yellow" because the whole paper is!

But when we speak of a "yellow" newspaper to-day, we refer to things other than colored illustrations. We think of sensational news, of sensational methods of getting it, and of its sensational expression, such as "slayer" for "murderer," "he was butchered" for "he was killed," "outrageous catastrophe" for "serious accident," etc. We think of the glaring scare headlines extending all the way across the page and printed in color. We think of the old-fashioned, but newly phrased personal attack. We think of inflaming sentence-paragraph editorials in a half-dozen languages or dialects, and of an erratic, irregular, disturbing make-up. We think of the violation or evasion by subtlety of copyright laws in taking matter from other papers. We think of fluctuation in policy in accordance with the whims of purse or ambition. We think of cheap and vulgar cartoons, of personal and social scandal, of blurred print on a cheap quality of paper, of announcements written above and all around the newspaper title, of many issues per day, and of extras besides, when one would have been sufficient to convey the real news. We think of all these things and many more. And we think all along the line of an appeal, not to reason and intelligence, but to feeling, sympathy, emotion, passion. It is this that must give us pause. If we are an emotional

people in our community, perhaps we demand the "yellow" sheet. If we are willing to be guided by our feelings rather than by our reason, perhaps we deserve no better newspaper than the "yellow."

Credit must be given where due. It must be confessed that these papers have from time to time been as keenly eager and sensational for truth and have fought as strongly for its cause as any other papers. When a reform movement is taken up by them, true to their policy, they leave no stone unturned to achieve results. Usually they are highly financed papers, with every accessible modern facility at their command for getting and distributing news. There are many cases on record where they have concentrated all their forces upon a public question, with results that could not have been achieved except for their superior equipment and alertness. They may have claimed "scoops" falsely; they have certainly made more real ones than other papers. Of course the harm that they have done can never be undone. It may be partly if not wholly forgiven in the light of the good that they have also done. Their large capital enables them to install the best plants, and to employ excellent men in their establishments. Whether or not the ends they achieve justify the means they use, the methods and manners they adopt should be studied and debated seriously by us before we pass final judgment of them.

The "Gentleman's Sheet."—In contrast to the "yellow" journal we sometimes hear of the "gentleman's journal" or the "gentleman's sheet." By this is meant a paper that, in both appearance and content, is everything that a "yellow" is not. It is good to know that it is in the majority.

It is printed clearly on good paper. It has as a rule but one or two issues a day, rarely more than three. Its illustrations are clear and clean; its cartoons clever and artistic. Its make-up is regular and dignified. Rarely do its headlines run over the width of the column to which they belong. It deals in honest news and its editorials aim to provoke thought rather than to inflame. It takes pride in giving acknowledgments for quoted matter. Its special editions aim to uplift and to entertain wholesomely. It can neither be bought by politicians nor influenced by demagogues. Its policy fluctuates only with the best needs and interests of the people it serves. It is, in short, a *clean sheet.*

Newspaper tone is something we do not hear much of; but

that there is such a thing is proved by the "gentleman's sheet." Perhaps it can really be discerned only by way of contrast. Well, then, let us say that the half-morocco volume of Emerson lying on the table has tone, that the dime novel on the news-stand has tang. To make a plainer, if less elegant, contrast, let us say that our newspaper gives us an intellectual bath every morning, — in clear, cold, sparkling water, if we read one sort of sheet; in dirty water, if we read another.

EXERCISES IN COMPOSITION

I. Draw up a table of contents for a daily school paper in your school.

II. Write up the following topics. Observe the rules of newspaper English and copy, and when you are through compose a decked headline for each "write-up."

1. A day at reporting.
2. Interviewing the General.
3. A fire.
4. A street car accident.
5. How I made my "scoop."
6. Miss Blank's marriage.
7. A fatal horseback ride.
8. The copy reader's troubles.
9. My misplaced advertisement.
10. On the staff of a "yellow."
11. The Dell School commencement.
12. Colonel Evert's funeral.
13. 4–0, in favor of "Commerce."
14. A burglar robbed!
15. The arrival of the steamer.

III. Take one of the "write-ups" called for in No. II and make an insert or an add, or reduce it to a stickful.

IV. Expand one of the "write-ups" called for in No. II into a Sunday magazine article.

V. Make a news summary of it when it is done.

VI. Write leads for the following suggestions. Supply further details from your imagination:

1. James Smith, the banker, has suddenly disappeared.
2. Thomas Brown was suddenly killed this morning in an automobile accident.
3. James Jones' house was robbed last night.

4. The suffragettes paraded yesterday.
5. Johnny Ferguson accidentally shoots himself while playing with a pistol.
6. A woman is burned to death by a gasoline stove accident.
7. The game was postponed because of rain.
8. Mrs. Foolish grieves herself to death over her lost poodle.
9. The town hall was yesterday burned to the ground.
10. A runaway horse dashed down the avenue last evening.

VII. Develop one of your leads in No. VI into a feature story.

VIII. Interview one of your teachers about a teacher's meeting, and write up the interview (with headlines) for your school paper.

IX. Write a letter to the editor of your paper complaining of the street noises in your neighborhood, or of some other nuisance. Write the headlines you would like to have above it.

X. Write the editorial that appeared in the paper a day or two later as a result of your letter.

XI. Write up some regular news record, — such as the weather, financial quotations, society notes, your own school happenings, etc., — in an original way.

XII. Write various kinds of headlines for each of the following:

A fire.	A lucky escape.
A suicide.	A society dance.
An accident.	A court trial.
A steamship arrival.	A railroad wreck.
A baseball game.	A record-breaking snowstorm.

XIII. Write an expository editorial explaining why your school needs funds.

XIV. Write an argumentative editorial calculated to persuade the authorities to grant your school the desired funds.

XV. Write a sub-editorial, partly sarcastic, telling what your school must do if funds are not granted at once.

XVI. Write a number of terse editorial sentences on general school (or other) affairs.

XVII. Collect a number of original news items, feature stories, editorials, etc., from your classmates and make up a paper from them, the subjects to be taken from school life.

XVIII. Clip a number of articles from a paper, paying no attention to the position of each. Then make up the articles and compare your result with another copy of the same issue of the paper.

XIX. Write a Sunday magazine article on Make-up.

XX. Imagine some humorous error to have occurred in the make-up of your paper to-day:

1. Write a humorous letter to the editor about it.
2. Write a feature story about it.
3. Write an editorial apologizing for it.

XXI. Examine carefully a number of articles from your paper and write up an abstract and criticism of each. (See Canby and Opdycke's *Elements of Composition*, pages 232 and 235.)

EXERCISES IN OBSERVATION AND RESEARCH

I. Find and discuss as many newspaper names as possible. Classify papers if possible according to their names (see Appendix). What do such names as *Herald, Times, Post, Intelligencer, Journal, Press, Tribune, The Investor, Telegram, Plain Dealer, News-Courier, Picayune, Chronicle, Mail, Advertiser, Advocate, Independent, Monitor, Transcript, Globe, World, Nation, Leader, Commoner,* mean when used as names for newspapers? Do they in any way throw light upon the policy of a paper?

II. Examine the indices of many papers. Show

(1) that they appeal to all readers,
(2) that they are sufficiently comprehensive,
(3) that the news is well arranged.

III. Find or invent some good sub-titles. Tell why you think them good.

IV. Classify the news in your paper under such headings as — *local, state, national, foreign, social, personal, political, religious, business, sport, literary, styles, amusements,* etc.

V. Study comparatively the illustrations and cartoons in as many papers as you can conveniently get.

VI. Define and discuss the following and other headlines:

BRYAN RECEIVES PEACE DELEGATES

English and Colonial Statesmen in Washington to Celebrate Centenary of Treaty.

Special to The Pittsburgh Sun

YO HO FOR YACHTING

Local Sailors to Open Season To-Day With Usual Ceremonials and Racing.

JACKSON PARK CLUB BUSY

MAY VETO ALIEN ACT.

Johnson Feels the Wilson Spell.

President Wants Governor to Negative Measure Offensive to Orientals.

Japanese Protest Is Submitted in Its Final and Detailed Form.

Chinda Makes Clear that the Mikado Will Not Brook Any Discrimination.

[BY DIRECT WIRE TO THE TIMES.]

"PHILLIES" DEFEAT ST. LOUIS CARDS

Dooin's Team Plays Uphill Game, but Wins—Cubs Trounce Brooklyn—Braves Best Pirates—Giants Whip Cincinnati Reds.

Liberalism

in Contrast

East--West

Differences That Divide the Grits of Ontario and the Radicals of Alberta

By E. W. Thomson

The Readers' Post Box

Expressions of opinion and comment by Post readers will be printed in this department when not objectionable. Communications must be limited to 500 words, written on one side of the paper and accompanied by the name of the author, not for publication, but as a guarantee of good faith.
Address letters to the "Editor Readers' Post Box, care of The Post."

The Philosopher of Folly .

BESIDE THE MARK

A LINE-O'-TYPE OR TWO

"Nous ne trouvons guère de gens de bons sens que ceux qui sont de notre avis."
—La Rochefoucauld.

New News of Yesterday

Why Grover Cleveland Sent a Substitute in the Civil War.

Some Talk of the Day

Gossip Caught in Corridors Of the National Capitol

By John Corrigan, Jr.

Paragraphorisms

BY GEORGE M. BAILEY.

The Conning Tower

Pen Points: By the Staff

VII. What special departmental headlines do you observe in your examination of papers?

VIII. From your observation of the make-up of a paper, so far, how do you think the *place* of issue may be of importance in deciding the arrangement and selection of material for publication? How may seasons and events affect them? If possible, get papers to illustrate your answers to these.

IX. What can the editors of a paper do in order to attract readers to their paper? What does a man mean when he says he is accustomed to a certain paper?

X. Resolved: That the "yellow" sheet should be suppressed. Argue the question *pro* and *con* in a news article.

XI. Explain how the make-up of the Sunday edition of your paper differs from that of other editions. What material in it would you eliminate entirely, and why?

XII. How does a newspaper get its news? How many different kinds of reporting are there? How many daily runs does a paper usually have; that is, what places in a city are visited or called up regularly every day for news?

XIII. What are the methods of a reporter of local news? of out-of-town news? of one who interviews people? What tactics are employed by reporters to get at the *point* of an interview?

XIV. Inquire what percentage of daily or weekly news is sent in voluntarily by interested subscribers. What particular type of news comes entirely through this channel?

XV. What is the reporter's business after he has obtained news? Imagine yourself a reporter. Jot down the main points of some incident; then write it up for publication, just as you want it to appear. What may interfere with its appearing just exactly as you want it? What differences must there be in the "write-up" of different classes of news (take, for example, *political* news and *social* news)?

XVI. How does the style of court, sport, social, and theatrical news writing differ from that of political and general news writing in your paper? Does the write-up, say, of some game, show any favor by way of illustration or phraseology to any one player or group of players? Does one kind of news have more attractive headlines than the other? Is there mention of any of these news items elsewhere in the paper, — in verse, in terse editorial epigram, in editorial comment? If so, is it given fair treatment?

XVII. What is meant by the words *Special to the Herald* at the beginning of an article? of *From the Associated Press?* What class of news do you find so annotated in your paper? Where do you usually find such news? Do you find it similarly reported in two or more papers? If so, account for it.

XVIII. What is meant by *Exclusive rights?* How are such rights acquired? Are they an asset for the paper which holds them? What happens if they are not respected?

XIX. Study the editorials in your paper in the light of the leading news articles. Which do the editorials deal with? How do they discuss them? Can you see anything to disagree with? to favor? Does the editorial *explain* or *convince* or *attack* or *approve?* Are there letters bearing upon any of the editorials? Do you learn anything really new from the editorials?

Do most of them deal with foreign or with local news, or are they equally divided between the two? What decides with which they shall deal?

XX. If your paper makes a specialty of any particular class of news, examine this news and see whether the "write-up" has any special quality about it. Does the item itself have sufficient importance to make it a specialty, or does the attractiveness of its presentation make it so? Does this specialty "crowd out" other news material, which you have to get from another paper?

XXI. What devices would you employ to attract a reader's attention to an article you had written? What further devices would you employ to make him read it through? What is it about the presentation of news by your paper that makes the paper attractive or "readable" or "newsy" or "habitual" or "entertaining"?

XXII. Can you imagine cases which you would find it difficult to report impartially? Suppose you, as a reporter, had been present at a street-car accident and knew the motorman to be to blame, how would you word your account to prevent its being partial and to safeguard your paper against a lawsuit?

XXIII. Are illustrations ever news? Explain what their usual relation is to news. Discuss cartoons in the same way. Where do the illustrations and cartoons of a paper come from? Are the ideas in the latter always the cartoonist's, or are they suggested by others sometimes? Are illustrations usually placed near the news item to which they belong? Are they ever used without corresponding news articles?

XXIV. Name some papers that deal with one special class of news only. Study some good trade or fashion paper. Does it exclude all other news rigidly? Does it have editorials? Do its "write-ups" compare favorably with those in the general paper? Is there more or less need for expert reporting in these papers? Do you suppose such papers are becoming less or more numerous? Give your reasons.

CHAPTER III

NEWSPAPER VALUES

Newspaper Cost and Price. — There are newspapers in this country that are capitalized at more than $10,000,000; newspaper plants that cost half that sum, and there is newspaper management that runs far up into the hundreds of thousands of dollars per year for its maintenance. The machinery required for newspaper manufacture is the most expensive there is. An autoplate machine may cost $45,000 and even more. Some papers have two or more of them in their plants. In addition to this operative cost, newspapers are obliged to pay large sums for the work of high-priced writers and illustrators. Sometimes such payment is made by the column and the price paid ranges all the way from a dollar or two to many hundreds, according to the size and importance of the paper, the value of the article, the popularity, notability, or expertness of the writer. Frequently, however, articles are paid for by the page, especially in the case of Sunday magazine articles. Six hundred dollars per page is not an unusual figure. There are cases on record where an author has been paid one dollar per word for a story, and the flat sum of $10,000 or $15,000 for the rights to a complete serial story is paid from time to time. All of these figures apply of course to the special newspaper writers. The reporter works on a salary, which is very modest in comparison, but he has the privilege always of becoming a special writer on special occasions and for the Sunday magazine. Then he may be lucky enough to win the "fancy figure." Usually he starts his newspaper work at $50 a month or less, according to locality and assignment. An experienced reporter on a large city newspaper may work himself up to $2500 or $3000 per year as a reporter and he may increase this by work on the side to five, six, or ten thousand dollars per year. The average salary of the city reporter of, say, thirty-five years of age, is from $1500 to $2000.

These are but a few items of the continuous cost of newspaper production. Add to them the cost of competition with other papers for exclusive rights, the cable and telegraph outlay for the sake of timeliness, the cost of copyright protection, the elaborate benefits and special features they run from time to time, the extravagant Sunday editions which require the highest-class art and print presses for their own exclusive manufacture and which, going to press on Monday morning and remaining in hand the whole week, oftentimes have their own independent staff of writers and artists, — add all of these (and more) and you have an appalling debit account.

Let us glance for a moment at the credit side. Most papers cost a penny. A few, such as *The New York Herald*, *The Brooklyn Eagle*, *The Boston Transcript*, and others cost three cents. But as we have pointed out before, if this were the only income a paper had, it could exist "but a day." As a matter of fact, a large city newspaper concern could afford to let people have its copies for nothing and still continue publication. How? Why? Because of the advertising. Regular advertising — legal, court, financial, election, classified, etc. — and special advertising — shops and commodities of all sorts — keep the paper running. Stop the advertising and the paper must close down. The advertising rates of a paper fluctuate of course with its standing and circulation. The paper whose advertisements do not net $600 per page per issue may be called a small paper in these progressive days. (See page 108.)

From this brief statement we must see, then, that aside from the abundance of human values which every issue of every newspaper carries with it, its business value is its chief asset and the one that makes all the other assets possible. A newspaper is a business agent. More than that, without the newspaper there would be little business and without business there would be no newspaper. It is this paradoxical fact that makes the management of the great modern newspaper one of its chief wonders and that makes the "penny-price" to you not the least of its miracles.

The Newspaper Habit. — The newspaper habit may be as dangerous as it is wholesome. For the busy person it is wholesome, for he will use the paper. For the person who is not busy the habit may easily become dangerous, for the newspaper will

probably use him, — his time and his best thought. As it is with other reading, so it is with the newspaper: a wise selection (which always implies a wise rejection) must be made by the reader if he would get the best and the necessary, and not be enslaved by the foolish and the worthless. The silly joke, the inane illustration, the morbid exposure of crime will be eliminated from the daily selected newspaper reading of the one whose habit is controlled. The newspaper habit becomes bad when it victimizes a person so that he attempts to read everything; it is good when it guides its reader by means of printed headline and telling make-up to the salient, the general, the interesting, and the uplifting.

It is hard to tell why the newspaper habit comes to mean that one person shall read only a certain paper or certain papers (rarely more than two). Perhaps his becoming accustomed to the make-up has much to do with it; he knows "where to find things." Probably completeness of the news supply does a great deal toward confining his habit to a single sheet. Again, he may like the editorial opinions of a certain paper, — it voices his political views, perhaps, or it advocates his pet theories of reform. If he is a business man, then probably his choice of newspaper is made because of the special features or departments of the paper; it caters to his particular needs. Whatever it be, every newspaper-reading community will be found to have its champions of this newspaper and of that. Whether or not the attitude can be accounted for, the newspaper habit is almost as fixed and certain a habit as is our rising in the morning and our retiring at night.

The Newspaper Policy. — Newspaper policy may evince itself in three ways, — by its *manufacture* a newspaper may beget tone and dignity and refinement; by its *choice of news* it may educate and purify; by its *editorials* it may form opinion. The last is the one that is most commonly understood as newspaper policy. The policy of a newspaper at election time will be voiced by its political editorials and its "colored" news columns; at the time of a reform movement, its policy will be to make readers think as the paper thinks through the same channels of expression; at still other (worse) times, newspaper policy may try to make readers think as its biggest advertiser thinks. Always, for good or bad, the word *policy* as applied to the newspaper means to impress a certain stamp of influence upon its readers. This may be done by

one means or another, consciously usually, unconsciously occasionally.

We hear a good deal about newspaper ethics, but it is such a variable quantity that it defies definition. It would require some very subtle analysis indeed to discern just exactly how much action on the part of the public a newspaper is responsible for at any given time. Papers have been praised for their good policy and have prospered as the result of it; they have been accused and condemned as the result of bad. We hear the word yellow applied to papers that have, in the opinion of many, influenced to social or political tragedy. But no one can tell just how much responsibility rests with the newspaper in these cases. People like to have their opinions formed by others in such a way as to lead them to feel that they themselves are forming their opinions independently. The pulpit used to do this for the unthinking in large measure. There can be no doubt that the newspaper does it now, not only by means of editorial but by its form and other content as well. Should murder, suicide, assault, abject poverty, prize fighting, gambling, morbid taste, immorality, etc., figure in newspapers? Do reports of them tend to lower standards, to propagate evil? Or do accounts of them constitute news, necessary news? These are vital questions in connection with newspaper ethics. We should ponder and debate them. With our old friend Sir Roger, we may conclude that there is much to be said on both sides. However, there can be but one choice between the following headlines, one taken from a "yellow" and one from a "clean sheet."

"DAMN THE PRESIDENT," SAY THE REBELS

Wholesale Slaughter Threatened

REBELS DENOUNCE PRESIDENT

Hostilities to be Renewed

In connection with general newspaper policy the following clipping from *The New York Times* is appropriate:

WHAT CONSTITUTES A GOOD NEWSPAPER

Heavy Moral Responsibilities Rest on Editors, Samuel Bowles Tells Journalism Students.

THE PRINTING MUST PLEASE

Misrepresentation of News May Have an Evil Effect on the Public—Praises The Times.

The power of an editor in shaping public policy and promoting welfare was pointed out to the students of the Columbia School of Journalism yesterday afternoon by Samuel Bowles, chief owner and publisher of The Springfield Republican, in a lecture on "Art and Conscience in Newspaper Making." The moral responsibilities resting upon the journalist for this reason are very many, according to Mr. Bowles, who asserted that there was no occupation in which men engaged demanding a higher code of ethics in its pursuit than journalism.

"The first duty of the manufacturer," said Mr. Bowles, "is to produce a good article by honest methods. That responsibility rests with peculiar force upon the newspaper maker, because the quality of his product, or his service, may be of vast consequence to the public welfare. If he distorts or misrepresents the news, or if he fails to present the full worth in a given case, the evil effects upon society may be beyond calculation. The journalist avows himself through his newspaper the exponent of the public interests, the champion and defender of popular right. How vital then to his own integrity, to his influence upon the public mind is it that his newspaper itself shall be as excellent and honest as he can make it, shall have a character of its own that men will respect.

"It follows that the newspaper should, in the first place, be well constructed typographically, intelligently proportioned and arranged as to its contents, with suitable headlines correctly epitomising the news, or the general reading matter, and fairly indicating by their size its relative importance. It should be clearly printed with attractive type on decent paper. Its illustrations, so far as they are used, should be good ones, really helpful in telling the news story, and not blotches introduced merely to attract attention. A reasonable restraint should be exercised over the advertising columns to exclude all display that is ugly or offensive. In a word, the newspaper should be a work of art! Why not? The newspaper pretends to be a public educator. As such it is accorded by the people, through their government, a special low rate for its transmission through the mails. Should it not then in common honesty refrain from exercising a degrading influence upon the public taste by its physical appearance?

"The vast sums of money which are now spent in commercial advertising have made the great modern newspapers possible, including their overwhelming volume of Sunday magazine papers. The disposition to construct them in the interests of the advertisers, and for the promotion of further advertising, has not been unnatural. But the signs of a reaction are now to be discerned. The public side, the public responsibilities of the press, are coming to be more clearly recognized by intelligent people. The interest of honest advertisers will not suffer through the development of more restraint, more regard for decency, character, and art on the part of the press. Indeed, they will be better served."

Mr. Bowles commended THE NEW YORK TIMES and referred to the newspapers which print so-called "human interest" stories at the expense of legitimate news as "vaudeville papers."

The Newspaper and Business. — We have seen that the newspaper is the business gage of a community. It is both telescopic and microscopic in its presentation of business transactions. National and international business is reported, as well as strictly local business; the influence of the one upon the other is clarified; and the good business man can feel the business pulse of the world, as well as of his own house, by scanning the pages of his paper while he is taking his morning coffee. He is keen to read between the lines of news items to see the relation between actual happenings and business. He also watches for exposure of fraud in busi-

ness methods, for legislation that will affect business, for advertisements that picture business. He sees what business has done, what it is doing, and he is able to forecast just what it is going to do. His morning paper is a compendium of dealings in the market, — transactions, negotiations, reports, records. He keeps himself and his house efficient by means of this reliable morning marvel of print.

The Newspaper and the Home. — But not only is the newspaper a great business compendium, — it is likewise helpful, necessary, luxurious in the home. Reporters and newspapermen generally are dealing in the human "stuff" and, as a consequence, everything that they send out is interesting to other members of the same human kind. In other words, the newspaper must not always be thought of as a commercial and financial agent, but it must be considered also a great humanizing agent. The books that we read in our leisure moments give us long, sometimes involved, portraits of life. The newspaper gives us these things in abundance every day that we read it. Its pages teem with human interest. They are rich in human values. There is not a day that we do not read of heroes and their heroic deeds; not a day that we do not read of the help rendered by humanity to the down-fallen and the helpless; not a day, again, but we read of the underworld and the problems that confront society as a result of it. The newspaper is a vast encyclopedia of contemporary humanity and, as such, it has a keen human interest as well as an incalculable value for every one of us. To find out how greatly this is so, we need only to take a few columns here and there in our newspaper, and put them side by side to study the contrast in their news value and content. Is it an account of a millionaire's dinner side by side with an appeal for charity? Is it an account of a great battle on a bloody war-field side by side with an account of the meeting of a peace conference? Is it an argument on the editorial page for the support of a candidate side by side with a condemnatory explanation of legislative bribery or contortion? Yes, it is all these and more. It is a wealth of contradiction pictured true to life. It is a thought-provoking bureau, — a lyceum for the mind and heart. The newspaper then belongs in the home quite as much as in the business office or on the street. Its human value is a home value and a man, woman, and child value.

There are papers that make a specialty of catering to the home. They issue "home editions" and print in them articles of especial interest to the home. But all papers make some claims upon the home, whether they are particularly named for it or not. All papers carry on their pages some material of peculiar interest to women and children, to housekeeping and the problems of the home in general. But in these days of general education all the members of most families have interests sufficiently broad to lead them to read items that are far removed from the home in their bearing. The best home paper is of course the one that eschews the sensational, that has an honest policy, a clean, wholesome tone and a rich and dignified form.

Some Comparative Tests. — The average newspaper bound in octavo form would make for us every morning a book of about two hundred and fifty pages. The Sunday edition set up in book form would add to our library shelves about four such volumes, pictures and other illustrative matter included. We are sometimes criticized in America for having given up book reading, but if we consider the newspaper as a book of short sketches, we probably read more books per year than any other nation in the world. And just as in reading a book all parts of it are found to be not of equal value, so in reading a newspaper, parts must be omitted. The person who is so enslaved to the newspaper as to feel called upon to read it through solidly from end to end, is wasting his time. News must be selected; the news selected must be deposited; the news deposited must later be used for the betterment of personal or general activity.

While nothing must be said to the detriment of books, yet in this brief comparison of books with newspapers we must be strictly fair. If much that we read in newspapers is not true, much in books is also untrue, though we are less likely to think so. But books, it must be remembered, are prepared with much study and meditation; newspapers almost under the spur of the moment. Newspapers are rarely willfully untruthful. Books sometimes are. The high pressure under which newspapers are issued makes it easily possible for false statements to creep into their pages. Books are more slowly brought to birth. All great newspapers to-day have the hard-and-fast rule in their offices, that any one calling to see the managing editor to make correction or to make

complaint about improper or untruthful news, must be given an immediate hearing. Letters of complaint from readers are published every day in the columns of the very papers against which complaint and criticism are made. Many people glibly say, "Newspapers publish anything," or "Don't believe anything you read in the newspapers." This does great wrong to the newspaper. As a rule newspapers are as eager for truth as are readers. That they sometimes miss it is due to the tension and complexity of manufacture, not to willfulness, and to the fact that they keep open house for news, that news pours in to them so rapidly as to make sifting and investigation of all impossible. But on the whole the newspaper, compared with the magazine and the book, must be considered the most valuable medium for our daily instruction. If two of the three must go, let us keep the newspaper.

To-day the schools of journalism seem to be fostering a new professional journalistic spirit. It is manifesting itself daily in the columns of our best newspapers, though perhaps not discerned by the average reader. It points hopefully to even greater things in "newspaperdom" than we now have. Journalism as a profession, like most other professions, has its "backs and drawbacks." Heretofore, it has had for men much similarity to teaching, in that it has served as a stepping stone to something else. Surely the reporter gets a wealth of experience attainable to few workers in any other field. The schools of journalism are making his desire to turn away from his particular work less and less appealing. They are going to establish him permanently in his work by making it more distinctively professional, by raising its level of efficiency and by increasing the remuneration accordingly. A new note is sounding. There are fifteen hundred students enrolled in schools of journalism in our country to-day, and the number is rapidly increasing. About twenty-five hundred new recruits are demanded annually in the newspaper profession, and there are at present 50,000 professional newspaper workers in the United States. In comparison with other pursuits, there is none that holds such promise as the pursuit of journalism; there is none that is growing so rapidly; there is none that is developing *upward* so significantly.

GENERAL REVIEW QUESTIONS

I. Discuss, outline, or write about the following topics:

1. The Good Newspaper.
2. The Bad Newspaper.
3. The Profession of Reporting.
4. From the Business Manager's Viewpoint.
5. Placing the Blame for False Accounts.
6. Making My Paper Pay.
7. Catering to Advertisers.
8. Defying Advertisers.
9. Crime as News.
10. Sport as News.
11. Newspaper Aid to Salesmanship.
12. Newspaper Aid to Investors.
13. Newspaper Aid to Buyers.
14. Newspaper Conspiracy.
15. Advertising in the News Columns.
16. The Woman's Newspaper.
17. The Children's Sheet.
18. The Newspaper Habit.
19. Using the Newspaper.
20. Used by the Newspaper.
21. Business in the Newspaper.
22. The Newspaper in Business.
23. Framing Opinion.
24. Journalistic Ethics.
25. Changing Policy.
26. One-cent and Three-cent Sheets.
27. The High-priced Writers.
28. The Reporter's Opportunities.
29. Newspaper Expenses.
30. Holding a Newspaper Reputation.
31. Newspapers and Reform.
32. Newspapers and Books.
33. The Home Newspaper.
34. The Completeness of News.
35. The Newspaper Conscience.
36. High-pressure Manufacture.
37. "My" Paper.
38. Human Values in Newspaperdom.
39. The Newspaper as Educator.
40. The Newspaper as Culturist.
41. Newspaper Devices.
42. Newspapers in Campaigns.
43. The Highly Financed Newspaper.
44. The Poorly Financed Newspaper.

45. City and Country Newspapers.
46. Scarcity of News.
47. "Newspapers Print Anything."
48. "Don't Believe What You Read in the Papers."
49. "Glancing through the Paper."
50. Starting a Paper.

II. Comment on the following excerpts. Connect these and other such notices with advertising and salesmanship. (Pages 108 and 140.)

Arrival of Buyers.

Arriving buyers may register in this column by telephoning 1000 Bryant.

BALTIMORE—Joel Gutman & Co.; Miss M. Campbell, laces, dress trimmings; 200 5th Av.
BALTIMORE—The Hub; Mrs. H. Sloman, ladies' ready-to-wear; Gregorian.
BOSTON—Butler, W. S., Co.; C. Gilbert, millinery; 57 White; Broztell.
BUFFALO—William Hengerer Co.; Miss A. Thompson, infants' wear, corsets; 2 Walker.
BUFFALO—J. N. Adams & Co.; W. D. Kent, upholstery goods; 214 Church; McAlpin.
CHICAGO—M. Friedlander & Co.; M. Friedlander, cloaks, suits; Navarre.

BUSINESS NOTES.

Exports of domestics and cotton duck from New York last week were valued at $930,838, a gain of $704,630 over the previous week. The greatest amount shipped to a single country went to China.

The Cone Expert and Commission Company will show the first lines of printed drills from the Proximity Print Works after Jan. 1. These goods will be offered to the cutting-up trade.

The continuance of warm weather is playing especial havoc with the business of the sweater-makers. Stocks in the hands of the jobbers are said to be larger this year than ever before at the close of December. This is particularly true of high-priced sweater coats, and is keeping duplicate orders at a low ebb.

SIDELIGHTS ON SELLING.

A nickel-plated fixture for holding a tube of tooth paste and two tooth brushes has been marketed lately by a Cambridge (Mass.) firm. This appliance holds the tube in an inverted position, so that by turning a small screw the paste may be pressed out upon the brush.

One of the most advanced ideas in veilings for the coming season shows a velvet neck-band and one velvet beauty spot. These veils fit snugly, it is said, and give an up-to-date appearance. They may be had in a number of single colors and combinations.

Members of the local cotton goods trade expect an improved demand for printed goods in the near future. The fabric printers figure that buyers, because of their inactivity in the last few weeks, will be soon in need of goods for forward delivery.

LIST OF SHOE SALESMEN STAYING AT HOTEL ESSEX

Philadelphia, Pa.—A. L. Puffer of Smaltz-Goodwin Co.

Philadelphia, Pa.—F. C. Fowler of Ziegler Bros.

Philadelphia, Pa.—Chas. Freedman of Central Shoe Co.

D. N. Paul, S. L. Mathes, A. D. Riggs and K. P. Crawford of Ashby-Crawford & Co.

New York—Gordon Goldsmith of K. M. Stone Importing Co. and Donovan-Giles Co., Lynn, Mass.

Brooklyn, N. Y.—Roscoe E. Orr of John Ennis.

Haverhill Mass.—J. B. Tilton of Geo. C. Howe Co.

Wm. E. Barron, Ed. M. Rickard, A. H. Hopkins and C. L. Davis of Rickard Shoe Co.

DIVIDENDS

The El Favor Mining Company declared usual quarterly dividend of 1 per cent, payable Jan. 30.

Dividends paid by Fall River mills in 1913 were $903,826 more than in 1912, an increase of 83 per cent.

The Montreal Tramways Company has declared the usual quarterly dividend of 2¼ per cent, payable Feb. 2 to stock of record Jan. 15.

MISCELLANEOUS MARKETS.

BEEF—There were no changes reported yesterday in the wholesale prices asked here for cuts of Western beef.

SUGAR—The sugar markets were closed yesterday.

MOLASSES AND SYRUPS—This market was generally unchanged and featureless.

RICE—Prices were more or less nominal in the rice market, as buyers seemed to be holding off until after the turn of the year.

III. Examine the catalogue of some school of journalism. Show how the courses there outlined are likely to elevate newspaper work as a profession.

IV. Discuss the newspaper Sunday magazine section in comparison with some good general magazine.

V. What forces are at work to cause newspapers to print untrue accounts of happenings? Explain and excuse them.

VI. Explain why you would like to become a newspaper reporter, or why not.

VII. If you were a newspaper editor, what part of your work would you consider the most important? the least important? the most influential? the most helpful to readers? to yourself?

VIII. If you were the publisher of a newspaper, would you sell it at one, two, or three cents per copy? Reasons. What factors enter into your decision?

IX. Would you be influenced at all in the price you charged for your paper by the number of issues made per day? Are papers of two or more issues cheaper than those of but one? Discuss fully.

X. How would you negotiate for the exclusive right to the work of a great writer or expert in some particular line? How would you gage your expenditures in this? Could you print old novels serially to good purposes? Explain fully.

XI. What special care does a newspaper take not to offend any class of readers? Is it always able to avoid such offense? Why does it have to consider the question at all?

XII. Discuss the question of an official censor in connection with a large newspaper. In what ways would his work be most difficult? Could he be absolutely independent? Who really is the censor of a paper as newspaper offices are now organized?

NEWSPAPER POLICY

I. What is meant by newspaper policy? Explain what policy a newspaper may have other than political. Do the titles or subtitles of most newspapers indicate anything regarding their policy?

II. What decides the policy of a newspaper, do you suppose? Does it fluctuate with the time and the place of its publication?

Does the line of news in which a newspaper specializes have anything to do with deciding the policy?

III. Where is the policy of a newspaper most easily discernible, — in its editorials? its special columns? its cartoons? its headings? or in its general tone and make-up?

IV. How do papers differ in the assertion of more dignified than others?

V. Do papers ever cater deliberately to larg to increase their own circulation? D particularly daring and unafraid in . Do any of the papers you are acquai one policy?

VI. Does a single newspaper ever change its may be necessary in the case of poli effect it may have.

VII. How largely does the circulation of policy it adopts, do you suppose?

VIII. To how many kinds of outside influenc What are the sources of newspaper tising, party, ambition of proprietor

IX. Are newspapers, as a rule, jealous of th or for reform movements, or for quick the public? If so, is this attitude ev an appeal for favor?

X. Are newspapers ever helped by aspirin bitious individuals or societies? Do tisers?

XI. What is meant by such terms as, — *the sheet, the best breakfast paper, a good ev* show anything regarding the policy o

XII. Under what financial conditions may a and even defiant of all conventions? any such?

XIII. Do you, on the contrary, know of any th As to actual news value, is there m two?

XIV. How does a paper frame or change its policy to make itself valuable to the home? How may the home impress itself upon a paper?

XV. If you were a newspaper editor what rules would you make and try to live up to in regard to influences on the policy of your paper? What might prevent your living up to them?

NEWSPAPER VALUES

I. What does the average reader require of a newspaper? Can he get it from most papers?

II. Is the material which the average reader does not need kept strictly minimum?

III. What may be the effects of inaccuracy, dishonesty, tardiness, insufficiency, in news upon the readers of newspapers?

IV. Have special papers (such as sporting or business journals) come into existence because the average paper cannot do full justice to all the different kinds of news; that is, is their existence justified?

V. Discuss the newspaper habit. Why do some people habitually read one paper, and some another?

VI. What is the relation of the habit to general social intercourse?

VII. How may the habit be valuable or useless to the business man, to the professional man, to the woman, to young people?

VIII. Why should any or all of these people be interested in general news?

IX. How should one *not* read the newspaper? What should one read and *not* read? Should one read for special features alone or for these *in addition* to the general features?

X. Can one depend upon headlines for reliable information? or upon editorials?

XI. Is it wise to confine one's reading to a single paper, or should two or more be read? Discuss this fully.

XII. Do you believe that letters to editors are a good thing? Do you receive much benefit from those published in your own paper?

XIII. Are papers inclined to publish letters that criticize or disagree with their policies? Do these letters usually deal with general and abstract subjects, or with local, controversial subjects?

XIV. Is your paper valuable to you, aside from the information it affords you? Is it also *inspiring?* Does it quote frequently

from the best in literature? Does it give generous space to religion and art, at least periodically?

XV. Do you feel not only the more informed, but the *better* for having read your paper? If so, why? Does it always afford you food for real thought?

XVI. Do you think newspapers should refuse to publish accounts of murders, assaults, pugilistic exhibitions, certain theatrical performances?

XVII. Do you think they should refuse to publish certain classes of advertisements? Debate these questions with your classmates, enriching your arguments with illustrations.

XVIII. What is your opinion of personal attack and controversy in newspapers? Do they constitute news? Are they valuable?

XIX. Suggest a policy and an index for a *model paper*, a paper that would exclude everything that savors of cruelty, immorality, fraud, and quackery, and that would include only the genuinely informing and uplifting.

XX. Would such a paper pay, do you think? Should you like to read it?

PART II

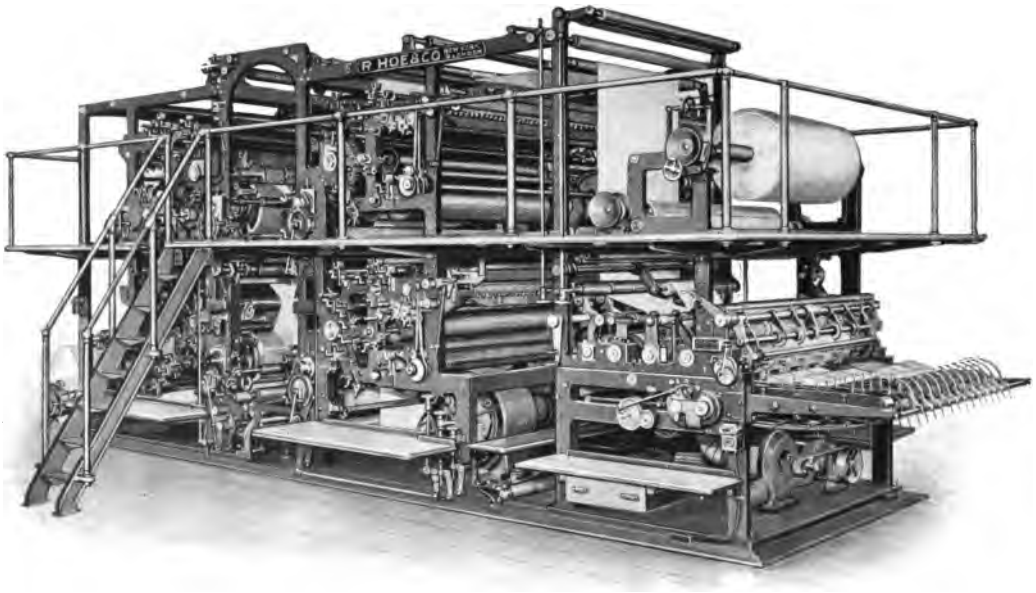
MAGAZINES

ADVERTISING

SALESMANSHIP

FOREWORD

The common complaint of teachers who are inexperienced in such subjects as the following, is that pupils do not know anything about them, have no apperceptive mass, and therefore do not know how to prepare lessons in them at home. This ignorance on the part of pupils is, the author believes, an asset. In the first place it indicates that they will have nothing to *un*learn and, in the second, that as a consequence their powers of thinking and observation will be the more unhindered, the more keenly alert. After all, the best purposes of any study are to throw pupils upon their own initiative, to make them keen observers and, if possible, independent thinkers. It is *par excellence* the purpose in the study of these subjects. Pupils should read each paragraph question group over carefully and thoughtfully. They should observe, "take notice," of the common things around them, as suggested in a lesson series. If they do this conscientiously they will find their home study periods as well as their recitation periods filled with rich materials and illustrations for thought and discussion.



(Courtesy of the R. Hoe Company)

"THE FRANK A. MUNSEY," THE LARGEST MAGAZINE PRINTING PRESS IN THE WORLD

The achievement of this wonderful press, built by R. Hoe & Co., is little short of incredible. Among other things, it prints, folds, and delivers this amazing output: 144,000 eight-page magazine sections an hour in two colors; 72,000 eight-page sections an hour in four colors; 72,000 sixteen-page sections an hour in two colors; 72,000 sixteen-page sections an hour — half in three colors, half in one color; 36,000 sixteen-page sections an hour in four colors.

MAGAZINES[1]

A man's intellectual size is gaged by his interest in and familiarity with the best periodical literature of his time.

LESSON I[2]

Definition and Description

1. Name magazines that are issued every week; every month; every quarter. 2. How do they differ from each other? 3. How do they differ from a newspaper in form and size? in presentation or arrangement of contents? 4. From what localities do they come? 5. Classify these magazines in as many ways as possible. 6. Is there any reason for calling a magazine a periodical? 7. When, why, how, where do newspapers issue magazines? 8. What is the principal content of most magazines? Explain 9. What is the arrangement of contents in most of them? What differences are there in arrangement? 10. What forms of binding and cover predominate in magazines? Discuss the value of these two features. 11. In what respects does the magazine organization differ from that of the newspaper? 12. In what respects must the business management be more difficult than that of the newspaper?

LESSON II

The Magazine Name

1. Discuss the names of magazines as to their significance. 2. Comment upon the following: *Iron Age, Medical Journal, Munsey's, Harper's, Normal Instructor, Yale Review, Atlantic Monthly, Everybody's, American, Metal Worker, Dry Goods Economist, New England Grocer, Railroad Magazine, All Story, Current Opinion, Review of Reviews, Outlook, Literary Digest, Truthseeker, Life, Popular, Strand, Puck, Red Book, Hearst's,* etc.

[1] The word is used in its broadest sense. It includes weeklies, monthlies, quarterlies, or any other publications, whatever their character, issued periodically but less frequently than a daily newspaper.

[2] The word "lesson" is used with the meaning of paragraph thought-unit, not time-unit. Many of the lessons will require more time than the regular recitation period for their adequate development.

3. Do the names indicate anything? Do they induce to buy? Do they define? Are they ever invented or coined words? 4. Account for a magazine having a family name. Is this ever the case with a newspaper? 5. Judging from the names above and others that you have added, tell into what classes magazines fall. 6. Are there more specialties among them than among newspapers? Why should this be, if so? 7. Can you think of any department of life, any activity, that is not provided with its organ or magazine? In other words, is the magazine demand completely supplied? 8. Suggest some good new names for magazines. Explain why they are good in your opinion. 9. How do the following contribute to magazine names, — tradition, politics, style, education, art, success, sport, society? 10. Looking at a well-supplied news-stand, tell which of the magazines stand out particularly strongly. Why? Are you induced to buy through form and appearance?

LESSON III

Magazine Price and Quality

1. Find out and discuss the prices of magazines. 2. What circumstances do these prices depend upon? 3. Do prices vary according to size of magazines or frequency of issue? 4. What subscription inducements are made to subscribers by magazines themselves? 5. Compare the cost of magazine issue with that of the newspaper. 6. Do magazines have as wide circulation as newspapers? 7. Are magazines printed on better paper as a rule? in better type? 8. Are magazines more stylishly made than newspapers; more like books? How and why, if so? 9. Classify the magazines you know, from those of best quality of manufacture to those of poorest. What causes the difference? 10. Are magazines a better investment for the buyer and reader than newspapers? Reasons. 11. In the light of the following quotation from the letter of a magazine manager, discuss the income from subscriptions of several magazines you have especially studied:

"*No two magazines cost the same in manufacture. They may cost all the way from half a cent apiece to thirty cents or more each, the price depending upon a great many things, a few of which are, — quality of paper, number of cuts, amount of set-up matter, amount of color work, the number printed, etc. The greater the number ordered, the less in proportion the cost becomes of course. Take ——— for instance: The actual cost of printing is seven cents, but the magazine is sold on the news-stand at twenty-five cents a copy. Of course we do not get this twenty-five cents. There is a firm known as the American News Company which handles the distribution of magazines to the news-agents throughout the country. It pays us fifteen cents a copy,*

while it charges the news-agents and bookshops nineteen cents; so you see that our magazine costs just about half what we get in payment for it."

12. Make a special study of the endowed magazines in this connection (*The Hibbert Journal* is one such) and consider it from every angle in comparison with other magazines.

LESSON IV

Magazine Manufacture and Distribution

1. Write to some manufacturers of printing machinery and to some magazine houses and learn all you possibly can of the cost of the equipment of a magazine factory. Compare with newspaper manufacture in cost, devices, up-to-dateness, etc. 2. Do magazine publishers manufacture their own magazines as a rule, as newspaper publishers do? Inquire about this, and explain why some have their own plant, and why others do not. 3. Does it depend upon the size and circulation of the magazine? 4. Are magazines more frequently mailed than newspapers, do you think? 5. Are they stamped when mailed? Are they folded or sent flat? 6. Explain magazine postal arrangements. Do magazines come under parcel post regulations? 7. What is meant by second-class matter? 8. How is the American News Company interested in magazine distribution? Find out what commission is exacted by news-agents generally for handling magazines. 9. What is the principal reason for a magazine manager's trying to increase circulation? (See page 99.) 10. Discuss the whole complex question of magazine circulation in the light of the following quotation from a letter written by the manager of one of the greatest magazines in the country:

"Magazines of more than a hundred thousand circulation generally have a fixed system of accounting which enables them to tell at any moment what their exact circulation by subscription is. A record is taken every so often of the exact circulation and is sworn to by certified public accountants. It is easy to keep a record of the number of people who are taken off lists because of cancellation, as well as the number of people who are entered each day, so that it amounts to just a little bit of calculation to get the exact subscription circulation figures.

"With reference to the news-stand circulation: of course each magazine cannot tell what its news-stand circulation is at any particular moment. The news companies secure magazines for circulation and are allowed to return all unsold copies, so that it is generally two or three months after a magazine first appears on sale before it is possible to tell what the exact sale of any certain issue amounted to."

11. The electrotype plates of some of our best magazines are kept for

one month after publication of the magazine; then they are destroyed. Why aren't they kept permanently, do you suppose? 12. It may occur that certain sections of the plate will be preserved for a much longer time. Why is this?

LESSON V

Magazine Content and Make-up

1. How does the reading matter in both special and general magazines differ from that in the newspapers? 2. Do magazines publish news, or do they chiefly entertain and inform? 3. Do general magazines always publish stories? 4. Examine comparatively several general magazines, monthlies or weeklies, and discuss their contents. 5. What kinds of material are common to all? Tabulate. 6. What special departures do some make? Tabulate. 7. Are there editorials and letters from readers? If so, on what subjects? 8. Are they departmentalized, as newspapers are, so that habitual readers may know just where to look for certain things? Is there, in other words, a noticeable plan in the make-up? 9. Is reading matter ever run alongside advertising matter? 10. In what class of magazines do illustrations count for most? 11. How large a part does color play in the make-up of magazines that you have examined? 12. Is there any objection to be made to the heavy, colored advertising insert? Is there anything to be said in its favor? 13. What is the difference between "Table of Contents" and "Index"? Which is the more valuable to the reader? 14. When and how are magazines indexed? 15. To what extent may the Table of Contents be a good advertisement for the magazine?

LESSON VI

Magazine Make-up (*continued*)

1. Are there ever any special "inserts" or supplements? 2. Are there headlines and sub-heads to various articles? Analyze titles to articles and compare them with newspaper headlines. 3. Is there a table of contents to both advertisements and reading matter? If so, how is it arranged and where placed? 4. Compare the scope of the magazine content with that of the newspaper. 5. Ascertain what is meant by "Editor's Sheet," — its purpose, date of issue, and form. Study and explain the following excerpt:

CAPTAIN ROSTRON'S OWN STORY OF THE RESCUE OF THE "TITANIC" SURVIVORS

SCRIBNER'S MAGAZINE

EDITOR'S SHEET

March, 1913 Released February 25, 1913

There is a strong personal authority back of the leading articles in SCRIBNER'S MAGAZINE for March. It is characteristic of them that they are written by men from long experience and observation. Mr. Bishop, who writes of the Panama Canal, has been more than five years resident there. Mr. Dwight, who writes of Constantinople, has lived in the East a great part of his life. Captain Rostron, who describes the rescue of the "Titanic" survivors, was the commander of the "Carpathia." Mr. Collier was a student at several German universities years ago and familiar with the country before he made his recent extended sojourn there to write his articles on Germany. In short, a man writes for SCRIBNER'S MAGAZINE because he thoroughly knows the subject and, moreover, has power of literary expression.

Captain Rostron's "The Rescue of the 'Titanic' Survivors" is the most authentic document of that great disaster, written in the terse, vigorous language of a sea captain who did exactly the right thing in a great emergency.

Joseph B. Bishop, in "A Benevolent Despotism," describes the wonderful rule of Colonel Goethals at Panama. This is a complete presentation of what has been called "Government Socialism," made necessary by the unique conditions of building the Canal.

John Fox, Jr., concludes "The Heart of the Hills" with one of his most romantic and picturesque endings — returning finally to the mountains.

Thomas Nelson Page has a modern tale of rare beauty entitled "The Shepherd Who Watched by Night."

Perceval Gibbon tells a melodramatic story of a café on the edge of the Sahara.

There are poems by Madison Cawein and others, and the Field of Art contains a discussion of the principles of Japanese painting.

MARCH TABLE OF CONTENTS

Drawing by F. C. Yohn, to accompany "The Heart of the Hills." Reproduced in tint. *Frontispiece*

The Gardens of the Bosphorus. Illustrations from photographs by the Author and others. H. G. DWIGHT.

The False Note. Reproduced in tint. Drawing by FLETCHER C. RANSOM.

Germany and the Germans from an American Point of View.
V. — The Distaff Side. PRICE COLLIER, Author of "England and the English from an American Point of View."

A Benevolent Despotism. (Panama.) Illustrations from photographs. JOSEPH BUCKLIN BISHOP, Secretary of the Isthmian Canal Commission.

The Rocket. Poem. LOUISE SAUNDERS PERKINS.

Old Portraits Revisited. Poem. SARAH N. CLEGHORN.

6. How long is a magazine made up in advance of issue? Why is it necessary to have it made up far ahead of time? 7. What may happen from time to time to cause sudden changes in make-up? How are such emergencies met? 8. Examine the tables of contents of several widely different magazines and discuss them in connection with magazine make-up. 9. What entanglements are likely to bother those engaged in the magazine make-up? 10. Explain what you would do if, in making up, you found more or less material at hand than the company had contracted for. 11. Discuss the subject of timeliness in connection with magazine reading matter. 12. Study cases at the present time in which persons or subjects are being "boomed" by magazine exploitation. Are benefits or entertainments, or charities ever conducted "under the auspices" of such and such a magazine?

LESSON VII

Magazine Writers, Their Payment and Protection

1. How do magazines get their material? 2. Do they depend upon reporters, or upon contributors? 3. What is the difference between a reporter and a contributor? 4. Is money paid for contributions, solicited and unsolicited? 5. Inquire as to prices paid for stories, poems, and other articles by the various magazines. Do they pay by the column or by the article? 6. What is meant by "leading article"? Where is it usually placed in the general magazine? What, as a rule, makes it *leading?* 7. How does a magazine protect its material from being copied? 8. Find out all you can about copyrighting. (Write to the U. S. Office of Copyrights, Congressional Library, Washington, D.C., for circulars of information.) 9. How much does the selection of writers for a magazine have to do with its advertising and circulation? 10. With what subjects do the leading magazine writers deal, — fiction, politics, poetry, industry, society? Do they ever take news items from newspapers and expand them? 11. Do novelists prefer to have their novels run serially in some magazine before having them published in book form? Why, or why not? 12. Do readers like "continued in our next issue"? 13. Do magazine writers submit illustrations with their stories and articles, or are illustrations furnished by the magazines? 14. Does an illustrated story have greater financial value for the writer? for the magazine? greater interest for the reader? 15. Ponder and discuss the following excerpt from *Munsey's Magazine* for January, 1914, quoted here by special permission:

* * * * *

Of course, it is no boy's job to make such a magazine, so overwhelmingly big and so overwhelmingly expensive, with novels costing as much as ten, fifteen, and twenty thousand dollars each—costing this, mind you, just to appear in MUNSEY'S MAGAZINE alone, the copyright reverting to the author immediately after publication in THE MUNSEY.

It follows naturally that all novels do not cost us these top-lofty figures, but it may well be, and frequently is, that the less expensive stories are the best stories. A novel has two measurements of value. The one, its merits as a story independent of any commercial value in the author's name; the other the commercial value of the author's name in addition to the merits of the story. For example, a novel by a new writer, absolutely unknown to the public, has no other value than its genuine worth as a novel. A novel of equal merits, no greater, by an author of great name would cost a vastly bigger price and solely because of the commercial value of his name and his great public following.

Of course MUNSEY'S MAGAZINE will not give you each month a twenty-thousand-dollar novel, but it will aim to give you just as good a novel in the genuine merits of the novel itself as one that would cost us twenty thousand dollars from a man of great name and fame.

It by no means follows that a little known or entirely unknown author should not produce just as good a novel as the man who stands highest in the fiction world. The unknown men sometimes, very frequently, in fact, turn out much better stories than the books of authors who have been producing for years. After all, there is only about so much in a man, and when he has written himself out he is finished; the well is dry.

If this were not so there would be no new authors, and without new authors we should have none at all after a few years, with the passing of the old ones.

Here is where the magazine publication of novels has an immeasurable advantage over the book. The book of an unknown author has no introduction, no reputation back of it that guarantees its sale. As a consequence, it perhaps never gets any considerable sale—may not even be published. On the other hand, the publication of a novel of an unknown writer in a magazine of strong position at once gives to that author both an indorsement and a wide reading, and establishes his name with the reading public as a man worth while.

(*Munsey's Magazine*)

* * * * *

From an article on *The Shop*, by *Frank A. Munsey.*

LESSON VIII

Magazine Illustrations

1. Are magazines more attractively prepared than newspapers? If so, in what ways? 2. How great a part do illustrations and cover designs play in the general magazines that come under your notice? 3. Do special magazines make as much of cover and other illustrations as the general ones? Why or why not? 4. Discuss and classify the illustrations after a comparative study of several magazines. Do they explain the articles? 5. Do the cover designs have any meaning? Do they induce people to buy by their attractiveness? Are they ever advertisements? ever indices? 6. Do you ever find cartoons? If so, are they originals or copies? Why are they used? 7. How are articles and poems frequently introduced and concluded? Explain. 8. To what extent do magazine sales depend upon illustrations, do you suppose? 9. Are illustrations paid for as reading matter is? Find out as much as possible about rates for original illustrations, copies or reproductions, and cartoons. 10. How does the weekly digest differ from the general magazine in its illustrative matter?

LESSON IX

Magazine Policy

1. Do magazines have political, social, or personal policy, so far as you can discern? 2. Do they ever take active part in effecting reforms? 3. Are they ever sensational or untruthful or over-ambitious? 4. Do they compete one with another, trying to be first with information? 5. Are they ever exploited by ambitious people for personal ends? 6. Why are magazines kept and bound and catalogued by libraries? 7. What can you say as to the purpose of continuing stories from issue to issue? 8. Who have been the editors of some of our greatest magazines? Have they usually been men of letters or "men of lucre"? 9. What does your answer to this show you? 10. Why do parties issue "magazines" at campaign time? 11. In what respects is the house-organ a magazine? Examine some house-organs, such as the *Obiter Dicta* of the Curtis Publishing Company, and show wherein it is an advertisement and wherein a magazine. 12. Explain in what respects your school paper is a magazine, a newspaper, and a house-organ, all in one. Can it therefore be said to have three different policies?

LESSON X

Magazine Values

1. How does a magazine arrange its reading matter to aid advertisers? 2. How does it maintain and increase its circulation? 3. What classes of yearly subscribers is it always sure of? 4. How can a new magazine create a market for itself? 5. Do you think the magazine supply exceeds the demand? 6. Do people as a rule read *one* magazine as they do one newspaper, or does the magazine reader read several magazines? 7. How largely does a magazine depend for its financial success upon advertisers? upon subscribers? upon news-agents? Get figures for this by writing or by personal inquiry. 8. Is the magazine likely to have a more permanent value to a reader than a newspaper? Why or why not? 9. What values may a magazine have for the community in which it is issued? for other communities? 10. How may a magazine be an adornment to the home? an addition to the library? an aid in the problems of work and life?

LESSON XI

The Magazine Advertisement

1. Are the advertisements of higher class or tone than those in newspapers? Compare fully. 2. What is the proportion of advertisements to reading matter? 3. Do you find any department shop advertisements in magazines? Are there any classified advertisements? Why or why not? 4. Examine the advertising rates on page 120 and calculate the advertising income of some magazines. 5. Are magazines exclusive in their advertising, or do they advertise everything and anything? 6. How does a magazine detect and treat fraudulent advertisements? Can it be held responsible for fraudulent advertisements? 7. To what extent are magazine advertisements illustrated? 8. How do advertisements affect the price of a magazine? 9. Do magazines charge uniform rates for advertisements? Why or why not? 10. Which are the most valuable advertising pages and why? Discuss the matter of *position* fully in connection with magazine advertising 11. Do advertisers ever control a magazine, do you suppose? If so, how? 12. May the reading matter in magazines ever be subtle advertising? Explain. 13. Why are the advertising pages of magazines usually considered to some extent by readers? 14. Discuss the use of color and design in magazine advertising. 15. Why do advertisers use the magazines so freely as advertising mediums?

LESSON XII

The Special Magazine

1. Examine some special magazine like *The Farm Journal, The Medical Record, The Theater, The Dial, The Outlook, The Literary Digest, The World's Work, The Review of Reviews,* etc. 2. How do the advertisements differ from those in a general magazine? 3. In what respects does the arrangement of reading matter differ? 4. What variance is there in illustrations and cover designs? 5. Do you find any magazine entirely without advertisements? If so, how does it manage to exist, do you suppose? 6. In what respects does the material in a weekly or monthly review differ from that in other magazines? 7. How does it differ in arrangement? in character and style? 8. Does such a magazine deal in general matter in addition to reviewing? 9. Does it review by cartoon and illustration as well as by reading matter? 10. Does it express opinion or "edit" its reports of recent events, or does it give uncolored and fair accounts?

LESSON XIII

Magazine Tone

1. Do you find dignity — tone — among magazines as among newspapers? Explain and illustrate your answer, after you have benefited by a comparative study of *Scribner's, Harper's, The Century, The Atlantic Monthly, The Yale Review, The Cosmopolitan, The Metropolitan, The Wide World, The Strand,* etc. 2. Is the quarterly more dignified as a rule than the monthly, the monthly than the weekly? Or is the difference among magazines simply one of *kind* and not of *degree?* 3. Can it be said that one magazine is more valuable than another? Explain. 4. Does the publication of a serial story in a magazine have any effect upon its tone? upon its sales? upon its permanence? 5. May a magazine sometimes make a stronger appeal than a book? Explain. 6. What quality of illustration does the high-class magazine present? 7. To what extent does the manufacture enter to make a magazine high-class? Print, paper, binding, etc.? 8. Do magazines that have an editorial department (letters to the editor) heighten their tone thereby? 9. To what extent does magazine tone depend upon the class of readers appealed to in its pages? 10. What happens to the reputation of a magazine when it suddenly changes its name or its policy? when it is sued for libel? when it is detected in political bias? when its control by advertisers is exposed? 11. Is there such a thing as a yellow magazine, in the sense in which there is a yellow newspaper? Discuss this fully.

LESSON XIV

Miscellaneous Review Questions

1. Collect a number of magazine excerpts of various kinds and discuss them as regards form, content, purpose, character, in comparison with excerpts of the same kind from newspapers. 2. Prove from your study and research that the magazine really has a place, — that it is necessary. 3. Discuss magazine circulation from all points of view in the light of the following quotations from letters from leading magazine offices:

From a business monthly magazine in the West:

As to figures on circulation: Our guaranteed circulation is 150,000. The list never drops below this figure, — frequently it runs from 6000 to 10,000 higher, dependent on the number of new subscribers put on during the month. Besides this guaranteed circulation of 150,000, we have a free list of "live" advertisers who are buying space from us or are immediate prospects for advertising space, and a relatively small exchange list.

From three general monthly magazines in the East:

Replying to your card of the 8th, we beg to enclose rate cards for display and classified advertising. Our present rate is based on a guaranteed circulation of 840,000 copies per issue.

Printed edition at the present time is 575,000, of which 240,000 are put on the news-stand and the balance are used in subscription work. Of the subscription copies, approximately 15,000 are free, while of the news-stand copies a maximum figure of returns would be 20 %. These figures run — according to the time of year — from 10 % to 20 %.

Our magazine is now selling space on a basis of 500,000 circulation, 90 % guaranteed net paid average monthly, with a pro rata rebate in cash for any circulation not given.

It may interest you to know that we have far exceeded this guarantee every month since it went into effect, — November, 1912. The April edition was 560,000 copies and was entirely sold out, with reorders which we were unable to fill.

From an agricultural weekly in the Middle West:

The circulation of —— is confined largely to this state and the immediately surrounding states. We have a circulation of over 128,000 copies weekly and over 96,000 of this is in Ohio. Practically all of the balance is in New York, Pennsylvania, West Virginia, Kentucky, Indiana and Michigan.

From a leading house-organ (the *Obiter Dicta* of The Curtis Publishing Company):

A Few Figures

THE LADIES' HOME JOURNAL (published monthly) has a paid circulation of over 1,750,000 copies. THE SATURDAY EVENING POST (published weekly) has a paid circulation of 2,081,000 copies. THE COUNTRY GENTLEMAN (recently purchased) has a weekly circulation of 300,000 copies. Every twenty-eight days the press-rooms turn out over twelve million of copies—more than 142,000,000 a year.

Information received from 1500 readers shows that each copy is read by an average of five people. That is, almost one out of ten men, women and children in the United States reads THE LADIES' HOME JOURNAL and about one in nine reads THE SATURDAY EVENING POST.

Exclusive of the storage warehouse the new Curtis Building in Philadelphia contains over fourteen acres of floor space. It is used exclusively for the publication of THE LADIES' HOME JOURNAL, THE SATURDAY EVENING POST and THE COUNTRY GENTLEMAN.

One hundred and twenty great presses working both night and day are required to print the Company's three publications. An average edition of THE LADIES' HOME JOURNAL alone weighs 2,100,000 pounds. This would fill about 85 large Government mail cars.

The paper used in printing THE LADIES' HOME JOURNAL, THE SATURDAY EVENING POST, and THE COUNTRY GENTLEMAN during one year if put in a strip the width of a page of these publications would make a white band which would go about forty-five times around the earth.

About 900,000 pounds of ink are used annually for printing the publications.

More than 12,000,000 United States postage stamps are used in a year. Over $600,000 is paid to the Government for carrying the publications mailed from the Home Office. This does not include large sums required for transporting copies sold to the wholesale news companies.

The Company receives almost two million letters annually. A single day's mail has numbered over 35,000 letters, containing remittances amounting to over $40,000.

Forty thousand pounds of flour paste are used each year in the pasting of address labels and in sealing such copies as are rolled separately.

About 575,000 pounds of wrapping-paper are used each year in tying up the bundles. The rope used would make a line about 6000 miles long.

Over 175 tons of publications leave the Shipping Division each working day in the year.

One monthly edition of THE LADIES' HOME JOURNAL containing an average number of pages would make a pile about fifty-five times as high as the Washington Monument.

Most of the Company's correspondence is dictated to phonographs. Over 160 phonographs are used in the Circulation Department alone.

Over 350 typewriters are in daily use in the various departments.

About 3500 people are employed in the Business, Manufacturing and Editorial Departments of the building.

The publications are never offered in club with other publications, at cut rates, nor accompanied by premiums as an inducement to subscribe. They have no exchange or free lists.

4. Justify the statement, "The office of a modern magazine is a university of instruction in which a young man of average intelligence may receive as good an education as he can in a college." 5. Summarize your study of the magazines in a brief, illustrated article for a magazine. Headline it and partition it, giving appropriate sub-heads to the various sections; write the letter you would send with it were you to submit it. 6. Draw up tables of contents for model magazines of various kinds. Imagine yourself the editor and remember the importance of variety, timeliness, tone, cleverness, and all the other elements that go to make a

good magazine. 7. Enumerate all the factors that enter into the making up of a rate card. What makes new issues necessary from time to time? 8. Do magazines ever reduce rates to certain advertisers, or negotiate "trades" with advertisers? What sort of trade would be possible, do you suppose? In what way might politics enter? 9. People are sometimes annoyed, on opening a magazine, because they are not able to find the table of contents easily. Why is there any difficulty in this? Discuss the *placing* of the table of contents. 10. Discuss the merits and demerits of "clubbing" as a magazine advertisement? as a purchasing inducement? as a criterion for judging magazine values?

McClure Publications

in Bargain Offers until Nov. 10th Only

McClure's
Harper's Weekly
Ladies' World
Regular Price $7.50 — **$5.00** for all three

McClure's
Harper's Weekly
Woman's Home Comp'n
Reg. Price $8.00 — **$5.75** for all three

McClure's
Harper's Weekly
American
Reg. Price $8.00 — **$5.50** for all three

McClure's
Harper's Weekly
Harper's Magazine
Regular Price $10.50 — **$8.00** for all three

McClure's
Harper's Weekly
Review of Reviews
Reg. Price $9.50 — **$5.75** for all three

McClure's
Harper's Weekly
Everybody's
Delineator
Reg. Price $9.50 — **$6.80** for all four

McClure's
Harper's Weekly
Cosmopolitan
Regular Price $8.00 — **$5.65** for all three

Everybody's, Hearst's, Delineator, or The Christian Herald may be substituted for Cosmopolitan in this offer.

McClure's
Harper's Weekly
Country Life in Amer.
Outing Magazine
Reg. Price $13.50 — **$9.00** for all four

McClure's
Harper's Weekly
World's Work
Reg. Price $9.50 — **$6.35** for all three

11. The following excerpt from a letter rejecting a manuscript sent to a magazine indicates that there may be magazines of discussion and magazines of achievement. Classify magazines in this way if possible.

"We thank you for letting us see your article, which we have just read. We are sorry that it does not seem to us to fall within the proper range of the ———. Ours is a magazine of achievement and hardly at all of discussion: it must report results rather than outline plans.

With hearty appreciation of your courtesy, we are

Very truly yours."

12. Is there such a thing as magazine English, do you think? Discuss the style and form of the expression you find in magazines with that you find in the newspapers and in books.

THEME TOPICS

1. The Magazine Name
2. The Kinds of Magazines
3. Magazine Content
4. Magazine Tone
5. The Departments of a Magazine
6. The Magazine Advertisement
7. The Manufacture of a Magazine
8. Serials in Magazines
9. "Please Mention Us"
10. Magazine Circulation
11. The Digest
12. The Endowed Magazine
13. The News Agency and Magazines
14. Popularizing a Magazine
15. The Magazine Index
16. The Magazine in the Home
17. The Magazine on the Train
18. The Magazine in the Library
19. The Magazine Cover
20. The Best Advertising Page
21. The Leading Article
22. The Art Reproduction
23. The Sales Record
24. Magazine Make-up
25. Magazine Demand
26. Magazine Supply

27. Magazine Policy
28. Current Events in Magazines
29. The Magazine Cartoon
30. The Special Magazine
31. The General Magazine
32. The Weekly
33. The Review
34. The Book Magazine
35. The Mission of the Magazine
36. Magazines and Books
37. The Permanent in Magazines
38. The Permanence of Magazines
39. The Editor's Sheet
40. Framing Opinion
41. The Magazine Uplift
42. The Children's Magazine
43. The Magazine as a Textbook
44. Magazine Distribution
45. Second-class Matter
46. Protecting Authors
47. Magazine Clubbing
48. The Reason for the Magazine
49. The Magazine Field *versus* the Newspaper Field
50. The Problems of the Magazines

SUMMARY OUTLINE FOR REVIEW OF MAGAZINE

(See Foreword, page VIII.)

I. Definition of "magazine"
II. The reason for the magazine
III. Magazine manufacture
IV. Magazine organization
V. General classification of magazines
   A. Weekly
      1. General and political
      2. Literary
      3. Humorous
      4. Religious
      5. Scientific
      6. Financial
      7. Agricultural

B. Monthly
1. General news and politics
2. General reading
3. Reform and uplift
4. Literature
5. Drama
6. Women's interests
7. Country life
8. Business
9. Science

(NOTE: Names of magazines belonging under these various heads should be supplied by pupils).

VI. Contents of magazines

A. Advertising
1. Proportion to text
2. Classified or indexed
3. On same pages as reading matter or separated
4. Nature (any doubtful or fraudulent?)

B. Reading matter
1. Fiction
   (*a*) Serials
   (*b*) Short stories
2. Current Events
3. Special Articles, on —
   (*a*) Travel and description
   (*b*) Popular science
   (*c*) Economics
   (*d*) Biography
   (*e*) History
   (*f*) Education
   (*g*) Social problems
   (*h*) Religion
   (*i*) Politics
   (*j*) Finance
   (*k*) Commerce
   (*l*) Practical ("how to do")
   (*m*) Fashions
   (*n*) Domestic Science
4. Criticism
   (*a*) Literature
   (*b*) Music

(*c*) Art
(*d*) Drama
5. Editorials
6. Letters to editor
7. Poetry
8. Humor

C. Illustrations
1. Nature
(*a*) Portraits
(*b*) Artists' drawings
(*c*) Photographs of recent events
(*d*) Cartoons
2. Process
(*a*) Half-tones
(*b*) Wood engravings
(*c*) Colored plates
3. Decorations, or page borders
4. Cover
(*a*) Uniform, or varied each issue
(*b*) Use of color

VII. Magazine values
A. In the home
B. In business
C. To individuals

VIII. Magazines and newspapers
A. Differences and similarities in form, tone, content, purpose, value, policy, and appeal

IX. Study of typical magazines
A. Classification
B. Price; circulation
C. Publisher; editor
D. Classification of reading matter (See VI, *B*)
E. Comment upon illustrations (See VI, *C*)
F. Comment upon advertising (See VI, *A*)
G. General comment upon character of magazine and class to whom it appeals
H. Summary of one special article

ADVERTISING

What electricity is to matter, advertising is to business.

LESSON I

Definition and Description

1. What is an advertisement?[1] Some one has called advertising *silent salesmanship.* Explain the appropriateness of this. 2. Can a new article be placed on the market without advertising? 3. Can an old established one be benefited by it? 4. Get illustrations in answer to question (2) and (3). 5. How did advertising originate, do you suppose? 6. Are some articles "advertisable," and others not? 7. Are some a good deal over-advertised? 8. When an advertisement catches your eye, what attracts you most, — lettering, picture, catch-phrase, color? 9. Where do you see advertisements in greatest abundance? 10. What general influence do advertisements have on a community, do you think?

LESSON II

Classified and Certified Advertising

1. In studying your newspaper, what advertisements do you find always there, always in the same place, and usually in the same form?

(These are *classified* advertisements. *Situations Wanted, Help Wanted, Furnished Rooms, Business Opportunities,* etc., belong under this heading. The advertising rate is usually announced at the top of the column in which such advertisements appear or at the top of the first column on the editorial page. The number of classified titles varies with the size and the business importance of the community in which a paper is issued. They should be compared with birth, marriage, and death announcements in form, spacing, position, and cost.)

2. How much space do they occupy? 3. How many kinds are there? 4. What is their cost? 5. Count up the price of a whole page of such advertisements. 6. What kind of print is used in them? 7. In what form are the addresses given? 8. What evidence of special effort can

[1] The preferred pronunciation of the word is *ad-ver'tise-ment,* though *ad-ver-tise'-ment* is allowable and probably more widely used in this country.

you find on the part of certain papers to get returns, to individualize their advertisements?

(A *certified* advertisement is one that is personally investigated by a paper and for which a higher rate is accordingly charged. It makes a fuller, more detailed statement than a *classified* advertisement. The return from such an advertisement is more certain than from the regular, classified one.)

9. Study the following advertisements: Which are classified? which certified? Comment on their relative value.

Situations Wanted

Fifteen cents a line.
Male.

YOUNG MAN, capable and reliable, fifteen years' office experience, desires position offering future; best references. P 160 Times.

YOUNG MAN desires position in garage; has had some experience; salary to start, $8 a week. Address Box B 83 Times Annex.

YOUNG MAN, seven years' advertising and publishing experience; good record; well recommended. B 269 Times Downtown.

Rooms Wanted — Furnished
20 cents a line

YOUNG BUSINESS MAN desires two comfortable rooms not above 96th St.; would like to make arrangements for breakfast. N 217 Times Downtown.

Wanted—Furnished flat, four or five rooms, with bath, in quiet neighborhood, for not over $28 per month. P 88 Times.

A VALUABLE ADJUNCT TO YOUR ORGANIZATION

He is thoroughly conversant with modern factory and office methods; possessing executive abilities. Seeks permanent connection with established firm. Excellent credentials. Address S-733, Evening Mail.

WANTED.

A young man about 25 years of age who can point to a record of achievement which will warrant a large corporation in spending its time teaching him selling and general business methods.

Reply by mail giving record as noted above, as well as a synopsis of the last five years' experience. Address S-778, Evening Mail.

10. What information do you find at the top of a column of classified or certified advertising? Is it valuable? 11. Announcements are sometimes called semi-advertisements. Why? 12. Study the announcements of birth, marriage, and death in some newspaper. Do they differ in form and size? Are they always worded alike? What is the rate per line for each insertion?

LESSON III (Connect with LESSON XX)

Other Kinds of Advertisements — Definitions

(Illustrations of the various advertisements here defined should be produced in class by pupils and their relative merits discussed.)

I. As to medium —

1. Newspaper, magazine, bill-board (mural), street-car, etc.

II. As to place —
   1. Local, — centered in a certain place, usually through the newspaper. This is sometimes called *retail* advertising, owing to the fact that the retail trade usually advertises only in its own immediate center.
   2. National, — distributed over a whole country. This is sometimes called *wholesale* advertising because it has to do with commodities that are in wide general use and are dispensed through wholesale trade channels.

III. As to character of commodity —
   1. Necessities, — food, clothing, furniture, general merchandise, etc.
   2. Comforts, — couches, easy chairs, vehicles, houses, pets, etc.
   3. Luxuries, — pianos, automobiles, luxurious foods and clothing, speculations, etc.
   4. Special, — medicines, machinery, finance, books, etc. (*Public advertising* and *private advertising* are terms that are sometimes applied here, the former referring to all those commodities that are advertised freely in all kinds of mediums; the latter to all those that are more restricted in their use, and hence in their field of publicity.)
   5. Classified and certified personal advertising. (See above.)

IV. As to method —
   1. The electric sign.
   2. The special feature, — balloon, parades, sandwich men, etc.
   3. The mail-order, — cards, letters, circulars, catalogues, sent out in abundance by mail-order houses, such as Messrs. Sears, Roebuck & Company, The Standard Mail Order Company, etc.
   4. The conservative, — the single form used for a long period of time, such as, "ROYAL BAKING POWDER — ABSOLUTELY PURE."
   5. The radical, — the advertising that constantly changes its form.
   6. The serial, — advertisements that lead from one to another, oftentimes numbered and connected in wording. The consecutiveness may be indicated by wording or by picture or by both.
   7. The comparative, — "Best on the market" — "Leads them all" — "Lower in price, better in quality," etc.

V. As to style or form —
   1. The jingle, — the brief rhyme.

2. The illustrated advertisement, — picture, diagram, cartoon.
3. The expository, — explanation of use of commodity by means of words or lines (arrow head).
4. The special type, — large, small, irregular, facsimile signature, etc.
5. The irregular border to catch the eye.
6. The familiar trade-mark, — it may take the form of a coined word, like "Uneeda," or a coined picture or diagram, which

Some Advertising "English"

has been copyrighted and is therefore exclusive. (See also Lesson XV.)

Some Advertising "Art"

7. The textual, or disguised, — headlined and printed in same text as the rest of reading matter in a paper. Frequently it opens like a news item and thus induces the reader to "get" the advertisement.
8. The statistical, — a big fact or claim is announced at the beginning of the advertisement.
9. The coupon, — a form attached to be filled out and returned to the advertiser.
10. The keyed, — an advertisement bearing a certain key or symbol by means of which returns may be calculated and reference convenienced; for example, 21–H, 104–Y, etc.
11. The slang or colloquial — the use of a popular expression or quotation to catch the eye.
12. The blanket, — an advertisement that includes announcements of many commodities or houses that have clubbed together for advertising purposes.
13. The puzzle, — by solving a puzzle a sample is sent or a reduced rate given.

14. The tickler, — a brief notice posted or sent out preparatory to a fuller advertisement, — "Watch this space," etc.

15. The special letter and circular with their clues for following up.

(The classification has probably been carried too far already. However, other types of advertising may be found if pupils are alert; just as many advertisements may be found that will combine two or more of the above characteristics.)

LESSON IV

General Newspaper Advertising

1. What kinds of advertisements do you find in your paper? 2. Divide the general advertisements into classes according to their form, or according to the kinds of things advertised. 3. Which class occupies most space? which least? 4. Ascertain by inquiry what the paper charges per page for page advertisements. 5. Is a reduction made for continuous or permanent advertisements? 6. How do newspaper advertisements differ in form and content? 7. Is the first page ever given over to advertisements, partly or wholly? 8. Which advertisements do you find always in the same place, and which are shifted from issue to issue? 9. Is there an index to all newspaper advertising? Are the advertisements themselves indexed? 10. Is it ever difficult for the eye to separate advertisements from reading matter? Comment on this.

LESSON V

Department Shop [1] Advertising

1. In what respects does a department shop advertisement differ from other advertisements you find in your paper? 2. Is it ever so large as to require an index? 3. Does a large shop ever place more than one advertisement in the same issue? 4. Does it devote a whole advertisement exclusively to one commodity? 5. Do you find clever and appropriate illustrations? Where? What do they illustrate when used? 6. Does the department shop advertisement run daily or only once a week? Is the form of the advertisement changed on each appearance? 7. Why is it necessary for a department shop to advertise in newspapers? Are not the large building and its central location sufficiently well known? 8. Does one shop advertise in all the papers or in only one or two? 9. Who prepares the department shop advertisement? Who reads it, for the most part? Who benefits most from its insertion in the paper? 10. What other kinds of advertising does the department shop do besides newspaper? How do they differ from the newspaper advertising?

[1] The word "shop" is used throughout; it is more accurate than "store," though not so colloquial.

LESSON VI

Newspaper and Magazine Advertising

1. What general difference do you note between the advertisements in a newspaper and those in a magazine? 2. What special advantages has the one over the other as an advertising medium? 3. In which do the illustrations figure more largely? more effectively? 4. Ascertain prices of magazine advertisements (see pages 120–125) and compare them with newspaper rates. 5. Do you find classified advertisements in the magazine? If so, do they differ from those in the newspaper? 6. Why do some magazines carry classified advertisements and others not? 7. In which, the newspaper or the magazine, does the reader have the advertisements forced upon him? In which, that is, can he not help seeing them? 8. Why is it necessary for magazines to carry so much advertising? 9. What methods do they take to encourage returns from advertisements? Do newspapers do anything of this sort? 10. What is the proportion of reading matter to advertisements in the average magazine? in the newspaper? Is the reader cheated in any way?

LESSON VII

Advertising Devices

Found.—January 15—Brooklyn Rapid Transit lines. Ask at lost property office, 168 Montague st., Brooklyn: — Stamped and Addressed Envelopes; Lady's Kid Gloves; Shirt; Waiter's Apron; Skirt; Wallet Containing Papers; Block Goods; Rubber Boot; Large Books; Record Cards; Bill Folder; Note Book; Small Pin; Package of Silk; Baby's Knitted Coat; Apron and Shoes; Dress; Gentlemen's Collars; Muff; Shears; Block of Wood; Soft Felt Hat; Key; Shoes; Diploma; Clothes; Box of Collars; Key Ring, Keys; Box of Handkerchiefs; Public Library Card; Festival Ticket; Package Collection Cards; Beads; Woollen Cap; Eyeglasses in Case; Slippers; Gentleman's Gloves; Jewish Book: Handbags; Pocketbooks.

GLOVE CLEANER.
Must be thoroughly experienced and accustomed to first-class work.
Apply James McCreery & Co., 34th Street.

1. What devices do advertisers use in order to make their advertisements attractive, striking, unforgettable, impressive? 2. Produce samples of advertising characteristics, — the rhyme or jingle, the special picture or design, the trade mark, the motto or saying, the special type, etc. 3. Does any of these ever become well known? If so, is it the better advertisement? 4. What particular value has each type? 5. Explain what is meant by the "keyed" advertisement. What is its purpose and value? 6. If you were an advertising solicitor what devices would

you employ to get the best and the most advertisements for the medium you represent? 7. Discuss the coupon. Is it a device? Does it help the one who answers the advertisement as well as the advertiser? 8. To what extent is an expository illustration valuable as a selling element in an advertisement? 9. How many kinds of advertising illustration can you think of? Compare them in value as selling devices. 10. Discuss the new word, the catch phrase, the arrow point, as advertising devices. Produce illustrations of each. 11. Do circles and squares catch the eye as readily as odd shapes and lines? Discuss this in connection with advertisements. 12. Secure examples of blank spacing in advertisements, and discuss its purpose, value, and arrangement. (See opposite page.)

LESSON VIII

Advertising Mediums

1. What general differences are there between magazine and newspaper advertisements, and those you see in special circulars or on bill-boards? 2. How many other vehicles or mediums are there for advertising? 3. Enumerate the advantages of the one over the other. 4. Tell how the form of the advertisement needs to be suited to the medium. 5. How is advertising affected by the kind of publication that carries it? Illustrate this by examining a number of special publications and studying their advertisements in the light of their specialty; for instance, *The Metal Worker*, *The Motorist*, *The Nation*, *House and Garden*, etc. 6. Study advertisements in street cars, in stations, on bill-boards, and in special circulars and catalogues, and discuss them from the point of view of form, expression, illustration, size, expense, attractiveness, strikingness, etc. 7. Are novelties — cards, blotters, calendars, samples — of much value as mediums of advertising, do you think? 8. How do advertising values range in regard to mediums? 9. In what respects may a bill-board be the best medium there is? the worst? How is bill-board advertising managed? 10. What effect has large display electric advertising on insurance values? on rentals? Does it pay, do you think?

LESSON IX

Advertising Make-up

1. Study the arrangement of the advertisements in the newspaper and the magazine. 2. What conditions does this arrangement depend upon? 3. How may advertisements be placed so that they will come under the eye of the reader in spite of himself? 4. Is the reading matter widely

separated from the advertisements, as a rule? 5. What conditions may an advertiser insist upon before inserting an advertisement in a paper or a magazine? 6. What device may be employed in advertising make-up in order to impress the advertisement upon the reader? 7. Explain the use of different kinds of type in advertising make-up, — its varying sizes, its arrangement, its style, etc. Compare these with plain type advertisements. 8. What is a "display" advertisement? In how many ways may it be "display"? Illustrate. 9. Do advertisements have pictures, photos, or drawings for illustrations as a rule? Which most often? If pictures are used, are they paid for by the advertiser? Do great artists ever illustrate advertisements? 10. Name some common advertisements that are always made up in the same way; some that never appear twice in the same make-up. Discuss comparatively the value of each kind.

LESSON X

The Business of Advertising

1. Inform yourself, by correspondence or personal inquiry, about the *business* of advertising. 2. How largely do papers and magazines depend upon the financial aid of advertisers? 3. What part do advertisements play in fixing the selling price of a paper or magazine? 4. By whom are advertisements written, the advertiser or the publisher? 5. By whom are advertisements solicited, and how? 6. What is charged for the writing of certain advertisements that you have inquired about? 7. What is the work of an advertising manager? What subordinates does he require? 8. Why does the magazine request that you mention it in answering its advertisements? 9. Explain how advertising agencies conduct their business. Do they write advertisements? Do they place them? Have they any means of learning the returns from advertisements? 10. Are these agencies expert in advertising mediums; that is, do they know how to assign advertisements of a certain class and quality to the magazines best adapted to them? What commission do they charge? How do they collect? 11. Must the advertiser who advertises through them pay both the agency and the publication (or other vehicle) through which he advertises? 12. What classes of advertisements are almost always placed by means of agencies? What classes never? 13. What qualities must an advertising solicitor possess in order to be successful? What particular knowledge must he have? 14. For what medium of advertising are solicitors needed most? Why? 15. What mediums of advertising do advertisers seek voluntarily? Why?

LESSON XI

Good and Bad Advertising

1. What do you consider a *good* advertisement? 2. Are correct English and artistic form enough? 3. What, on the other hand, are the marks of a *bad* advertisement? 4. Select some samples for this study and put them to the test. 5. Are they correct, artistic, clear, pleasing, convincing? 6. Do they make one want to buy? 7. Are they misleading? Are they odiously comparative? 8. Do they exaggerate? Do they purposely omit? 9. Do they induce through questionable offers? 10. Are any of them deliberately fraudulent? 11. Do any have coupons attached? 12. Is anything offered "free"? 13. What kinds of "quack" devices may be used? 14. Following is a list of the kinds of advertisements that certain papers will not take. Explain why.

1. Fraudulent or doubtful financial offerings.
2. Bucket shops.
3. Attacks of a personal character.
4. Large guaranteed dividends.
5. Offers of something for nothing.
6. Guaranteed cures.
7. Massage.
8. Matrimonial offers.
9. Fortune tellers, palmists, etc.
10. Suggestive books.
11. Objectionable medical advertising.
12. Offers of large salaries.
13. Want advertisements which request money for samples or articles.

15. Make a corresponding list of the kinds of advertisements that most papers will take. Explain this. 16. In what way may insufficient data cause an advertisement to be annoying? 17. Point out actual cases of bad make-up in advertising. 18. Show how a bad position may make a good advertisement totally ineffective. 19. To what extent can a community rid itself of advertisements of low standard and establish a higher standard? 20. Study the following advertisement analysis reproduced here by special permission of *Judicious Advertising* from an article in that magazine of March, 1913, on "How (Not) to Sell Automobiles," by Myron Elliott:

AUTOMOBILES.

CAR BARGAINS AT LOWEST PRICES

4 cylinder Thomas.	Berline Limo.	7 pass.
6 cylinder Thomas.	Touring car.	7 pass.
6 cylinder Stevens.	Touring car.	5 pass.
4 cylinder Stearns.	Touring car.	7 pass.
4 cylinder Haynes.	Touring car.	5 pass.
4 cylinder Haynes.	Roadster.	2 pass.
4 cylinder Garford.	Touring car.	5 pass.
4 cylinder Amplex.	Touring car.	5 pass.
4 cylinder Cutting, 1912.	Touring car.	5 pass.
4 cylinder Kissel.	Coupe.	3 pass.
Model L White Steamer.	Touring car.	5 pass.
Model K White Steamer.	Touring car.	7 pass.
Model M White Steamer.	Touring car.	7 pass.
GA 30 White.	Torpedo.	4 pass.
GADR 30 White.	Roadster.	2 pass.
GADR 30 White.	Roadster.	2 pass.
Model G White Steamer.	Chassis.	
Model MM White Stmr.	Touring car.	5 pass.
Model G White Steamer.	Limousine.	7 pass.
Model OO White Stmr.	Touring car.	5 pass.

"Bargains at Lowest Prices" means nothing. No prices mentioned; no year or model number stated; whole ad a waste of space and money.

(A)

THE OWNERS OF THESE MACHINES HAVE REQUESTED US TO SELL THEM. YOU CAN BUY THEM AT THE OWNERS' PRICES; WE EXPECT NO PROFIT. YOU MAY BUY DIRECT FROM THE OWNER IF YOU WISH.

THESE CARS ARE ALL IN GOOD RUNNING CONDITION AND ARE SOLD SUBJECT TO INSPECTION AND DEMONSTRATION.

Peerless, 1911, 5 passenger.
Locomobile, 1910, four passenger.
Stearns, 1911, "15-30" Roadster.
Peerless, 1908, Limousine car.
Stoddard-Dayton, 1911, Model "K," 4 passenger.
Chalmers, 1910, 30, 5 pass.
Alco, 1909, 7 passenger.
Royal Tourist, 1907, 7 passenger.
Stearns, 1911, 30-60, 7 passenger.
Stoddard-Dayton, 1910 K. 50 H. P., 5 passenger.
Matheson, 1910, 5 passenger, 6 cylinder.
Mitchell, 1909, 7 passenger.
1912 Sampson 35, 5 passenger.

Deficient in detail. Poor typography. Prices (actual) would have helped some. The guarantee of the well-known company that advertised these cars would have added 100 per cent effectiveness to ad.

(B)

We invite you to visit our Used Car Department and look over the following list of high grade used Roadsters, Touring Cars, and Limousines:

Pierce Tour. 1912, 6 cyl., 48 h. p., 7 pass.
Pierce Tour. 1912, 6 cyl., 36 h. p., 5 pass.
Pierce Tour. 1912, 6 cyl., 36 h. p., 4 pass.
Pierce Rdstr. 1912, 6 cyl., 36 h. p., 4 pass.
Pierce Rdstr. 1911, 6 cyl., 48 h. p., 4 pass.
Pierce Tour. 1910, 6 cyl., 48 h. p., 7 pass.
Pierce Limo. 1908, 4 cyl., 32 h. p., 7 pass.
Alco Touring 1911, 6 cyl., 60 h. p., 7 pass.
Kissell Kar 1911, 4 cyl., 50 h. p., 7 pass.
Cadillac Tour. 1911, 4 cyl., 30 h. p., 4 pass.
Cadillac Tour. 1910, 4 cyl., 30 h. p., 4 pass.
Garford Limo. 1910, 4 cyl., 40 h. p., 7 pass.
Chalmers 40, 1910, 4 cyl., 40 h. p., 4 pass.
Peerless Tour. 1909, 4 cyl., 40 h. p., 7 pass.

Space wasted in the "invitation" at top of ad. Actual prices added after each car would have helped.

(C)

USED CAR BUYERS

OF EXPERIENCE ARE PURCHASING NOW, BEFORE THE BEST VALUES ARE PICKED OUT. THE FOLLOWING CARS REPRESENT SPLENDID VALUES:

1912 CHALMERS, 36 TOURING.
1911 CHALMERS, 30 TOY TONNEAU.
1912 AMERICAN ROADSTER.
1912 RAMBLER TOURING.
1911 THOMAS, LITTLE SIX, 4 PASSENGER
1911 STEARNS TOURING.
1910 CHADWICK.
CLEVELAND ROADSTER.
STEVENS-DURYEA TOURING.

THE ABOVE CARS MAY BE SEEN AT OUR SALESROOMS, AND ARE OFFERED FOR SALE SUBJECT TO DEMONSTRATION AND INSPECTION.

A reckless waste of space. Merely a mass of platitudes. Absolutely nothing but the address that could have any influence on a buyer. Use of all caps work of novice in advertising.

(D)

Removal Sale!
Great Values!
Wonderful Bargains!

WE OFFER

1910 five pass. 50 H. P. Kissel Kar.
1910 seven pass. 50 H. P. Kissel Kar.
1909 four pass. 40 H. P. Kissel Kar.
1910 four pass. 40 H. P. Jackson.
1912 new five pass. 50 H. P. Kissel Kar.
1913 R-C-H. Run ninety days.
1912 two pass. 40 H. P. Kissel Roadster.
1910 six cylinder Pittsburgh Racer.

These cars must be sold. Make us an offer. Come and see them. OPEN TODAY. Sold subject to satisfactory demonstration. All cars fully equipped.

The "removal sale" is genuine. The "great values" and "wonderful bargains" remain to be demonstrated. Nothing in the ad indicates them. Equipment varied on almost every car. "Full equipment" has ceased to mean anything. Why "make us an offer"? Modern selling is not done this way.

(E)

AUTOMOBILES.

HERE'S THE GREATEST

AUTOMOBILE

Bargain Ever Offered.
Regular Price $2,100.
This Week $975.

NEW

1912 MODELS.

4 CYCLINDER.

40 H. P.

FULLY EQUIPPED.

GUARANTEED.

We have just completed the purchase of all the cars comprising the balance of the 1912 output of one of the greatest automobile manufacturing concerns in the world [capitalized at $50,000,000—branch in Chicago]. Cash and a wide awake organization made it possible for us to secure these cars at a price actually below the cost of manufacture. These cars sold regularly all during the season at $2,100.00. TOMORROW [MONDAY] WE WILL SELL THEM AT $975.

ROADSTERS.

TOY TONNEAUS.

5 AND 7 PASS. TOURING CARS.

SPECIFICATIONS:
STRAIGHT LINE, FLUSH SIDE BODY.
WHEEL BASE 115 INCHES.
TIRES 23X4 U. S. MORGAN & WRIGHT.
DEMOUNTABLE RIMS [1 EXTRA].
FULL FLOATING REAR AXLE.
UNIT POWER PLANT.
MOTOR: 4 CYL.—40 H.P.—CAST IN PARIS.
4½" BORE, 5" STROKE.
IGNITION, HIGH TENSION MAGNETO.
LUBRICATION, SPLASH SYSTEM AND OIL PUMP
CLUTCH, MULTIPLE DISCS.
TRANSMISSION: 3 SPEEDS AND REVERSE SLIDING GEAR SELECTIVE.
EQUIPMENT—
Top and top envelope, glass front, speedometer, Prest-O-Lite Gas tank, demountable rims, 1 extra, Electric Horn, Tires, U. S. Combination oil and electric lights. Nickel plated trimmings.

DON'T MISS THIS OPPORTUNITY.

WE'LL SELL EVERY ONE OF THESE CARS WITHIN THE NEXT FEW DAYS.

The only real ad shown. Not by any means as good as could have been, but it contains selling power. Note the details of cars and the word "guaranteed." Investigation proved that show-rooms were crowded with buyers. Yet the same firm employs most inadequate methods in selling its used cars.

(F)

LESSON XII

Advertising Rates

1. Make a comparative study of magazines and newspapers in respect to their advertisements,— form, rates, circulation, specialty, cleverness, device, etc. 2. Secure rate cards, other than those reproduced below, and discuss the advertising rates comparatively.[1] 3. What regulates

MUNSEY'S MAGAZINE

(Established 1889)

Circulation 400,000 net
(Monthly Average)

GUARANTEED OR REBATE

DISPLAY RATES

One Page, one time (224 lines)	**$400.00**
Half Page, one time (112 lines)	**200.00**
Quarter Page, one time (56 lines)	**100.00**
Eighth Page, one time (28 lines)	**50.00**
One inch, one time (14 lines)	**25.00**

Varying space charged for at the rate of $1.786 per agate line. Minimum space accepted, one-half inch (7 agate lines).

No discount for time or space.

A discount of 3% for payment on or before going to press.

Size of page, 5½ by 8. Width of column, 2⅜.

CLOSING DATE

Forms close the first of the month preceding date of issue; thus: November 1 for December issue. Number on sale 25th of month preceding date.

Contracts at these rates will not be accepted for more than one year.

This rate card in effect with the January, 1913, issue. Please destroy all previous cards.

THE FRANK A. MUNSEY COMPANY
175 Fifth Avenue, New York

Commercial National Bank Building, CHICAGO — Old South Building, BOSTON

[1] It must be remembered that advertising rate cards are subject to frequent change, and that those here reproduced are of even date with the issue of this book.

The New York Times

"All the News That's Fit to Print"

Classified Advertisements

CLASSIFICATION	PER AGATE LINE			ONE YEAR	
	1t.	3t. aw. X	7t. con. X	52t. Sun.	156t. 3t.aw. 7t.aw. X
*†Agents Wanted	.30	.28	.25	..	..
Apartments and Flats	.30	.28	.25	.23	.22
(78 times—23c. per line.)					
Apartment Hotels	.30	.28	.25	.23	.22
Art	.40	..	..	..	..
(Full copy, Sunday only, 1 year, 30c.)					
Auction Sales	.30	.28	.25	.23	.22
Automobiles and Motor Boats	.40	..	..	..	..
5,000 lines in one year or full copy every month for one year, (minimum of 2,500 lines), 35c. per line each insertion.					
*†Automobile Exchange	.30	.28	.25	.23	.22
Bicycles	.30	.28	.25	..	.22
*†Boarders and Board Wanted	.20	.18	.15	..	..
*†Book Exchange	.30	.28	.26	.25	.22
Building Material	.30	.28	.25	..	.22
*†Business Notices	.40	.30	.28	..	.22
* * * * * *	*	*	*	*	*
*†Situations Wanted	.15	(2t. aw. .25)		..	..
*†Situations Wanted, Professional Services	.40	.30	.28	..	.22
*†Storage	.30	.28	.25	..	.22
*†Yachts, Vessels, etc.	.30	.28	.25	..	.22

**Only single column advertisements accepted.*
†Paragraphing, white space, agate caps. No display.
X Must include Sunday.

Yearly rates allowed only on written contracts.
SIX WORDS to a line, set in agate; caps, FOUR words.
No advertisement accepted for less than the price of two lines.
Display advertisement of Real Estate or Automobiles must be at least seven lines, with two-line display type.
On orders for classified display advertising, 140 lines or more, minimum space to secure time rate must be at least fourteen lines.
On less than 140 lines, minimum must be at least 10% of largest advertisement, and not less than seven lines.
Change of copy permitted often as desired, provided the size of the advertisement remains the same or is increased, the largest advertisement to appear on Sunday.

Excerpt from *New York Times* Twelve-page Advertising Booklet

THE LADIES' HOME JOURNAL

ADVERTISING RATES

Display Advertising, per agate line,		$ 8.00
Quarter Page (single column), each insertion,		1600.00
Quarter Page (double column),	"	1500.00
Half Page,	"	3000.00
Full Page, Inside,	"	6000.00
Second Cover, in two colors,	"	7000.00
Third Cover, in two colors,	"	7000.00
Second Cover, in three or four colors,	"	8000.00
Third Cover, in three or four colors,	"	8000.00
Fourth Cover, in four colors,	"	10000.00
Colored Page Insert, 3 or 4 colors,	"	10000.00

SIZE OF PLATES

All cuts and copy intended for full single-column width must measure 2¼ inches; double-column, 4⅝ inches.

Full Page,	inside,	14⅜	in.	high	by	9⅜	in.	wide
Quarter Page,	"	7	"	"	"	4⅝	"	"
Single Column,	"	14⅜	"	"	"	2¼	"	"
Double "	"	14⅜	"	"	"	4⅝	"	"
Triple "	"	14⅜	"	"	"	7	"	"
All Cover Pages,		14½	"	"	"	9½	"	"

NOTE. Any deviation from these exact measurements necessitates new plates, or a charge for the time and labor of adjusting discrepancies.

CLOSING DAY

Copy and plates must be received at Philadelphia for the body pages on or before the twenty-third day of the third month before the date of publication, as follows:

FOR THE JUNE NUMBER, ON MARCH 23D
FOR THE JULY NUMBER, ON APRIL 23D

When proofs are desired for approval, copy and cuts should reach Philadelphia five days earlier. Copy and plates for Cover Pages and Colored Inserts must be in our hands thirty days earlier than copy for body of magazine. Publication Day, the twentieth of each month preceding date of issue.

RATES SUBJECT TO CHANGE WITHOUT NOTICE

RATE CARD DATED FEBRUARY, 1914.

THE SATURDAY EVENING POST

ADVERTISING RATES

Effective October 1st, 1914

Display Advertising, per agate line,		$ 8.00
Quarter Page,	each insertion,	1250.00
Half Page,	"	2500.00
Full Page,	"	5000.00
Second Cover in two colors,	"	6000.00
Third Cover in two colors,	"	6000.00
Fourth Cover, in colors,	"	7500.00
Center Double Page, black only,	"	10000.00
Center Double Page, two colors,	"	12000.00

SIZE OF PLATES

All cuts and copy intended for full single-column width must measure 2¼ inches; double column, 4⅝ inches.

Full Page,	inside,	12⅛	in.	high	by	9⅜	in.	wide
Quarter Page,	"	6	"	"	"	4⅝	"	"
Single Column	"	12⅛	"	"	"	2¼	"	"
Double	"	12⅛	"	"	"	4⅝	"	"
Triple	"	12⅛	"	"	"	7	"	"
Second and Third Covers,		12⅛	"	"	"	9⅜	"	"
Fourth Cover,		12½	"	"	"	9¾	"	"
Center Double Page,		12⅛	"	"	"	$20\frac{7}{16}$	"	"

Page, four columns wide

NOTE. Any deviation from these exact measurements necessitates new plates, or a charge for the time and labor of adjusting discrepancies.

CLOSING DAY

Copy and plates must be received at the Philadelphia office twenty-nine days before date of publication if proofs are desired before insertion. *Closing Date* is TUESDAY, 25 days in advance of publication date.

All SATURDAY EVENING POST color work must reach the Philadelphia office ONE MONTH in advance of closing date. Covers in black and white TWO WEEKS in advance of closing date.

RATES SUBJECT TO CHANGE WITHOUT NOTICE

RATE CARD DATED FEBRUARY, 1914.

HARPER'S MAGAZINE

ADVERTISING RATES

	1 Month	3 Months	6 Months	12 Months
Half Inch.....	$8.40..	$8.05..	$7.70..	$7.00
One "	16.80..	16.10..	15.40..	14.00
Two " (⅛ P.)..	28.13..	27.35..	26.57..	25.00
Quarter Page.....	56.25..	54.69..	53.13..	50.00
Half "	112.50..	109.38..	106.25..	100.00
One "	225.00..	218.75..	212.50..	200.00

The above rates are for each insertion. The number of insertions used within the year determines the rate charged.

The size of space may therefore vary from month to month, and the rate, as indicated above, depends on the size of space and the total number of insertions used within the year (see opposite page).

Standard of Measurement—Agate, 14 lines to an inch.

Page 5⅛ x 8 inches (2 columns, each 2⅛ inches wide).

One-half inch, which permits of about 50 words, is the minimum space accepted.

Schools are classified according to States.

A uniform style of type and composition is used in all advertisements less than two inches. Display is permissible in two-inch space or more.

Original half-tones (about 133 screen) give the most satisfactory results.

School pages close on the third of the month preceding date of number; for example, August school pages close July 3rd, etc., etc.

Any school or college whose advertisement appears in three or more consecutive issues will receive Harper's Magazine free for one year.

SPECIAL ADVERTISING RATES FOR SCHOOLS AND COLLEGES.

Weekly **$1.00 per year**

Advertising Rate Card

In effect September 1st, 1912

Display Advertising per agate line		**$ .60 Flat**
" " "	**inch (14 agate lines)**	**8.40** "
Reading Matter "	**counted line**	**1.30** "

No advertisement inserted for less than $1.80 per insertion.

Size of Page	—inside	768 lines	192 lines	x 4 columns
	—back	784 "	196 "	x 4 "
Length of Column	—inside	192 "		
	—back	196 "		
Width of Column	—Single Column	—13 ems	(2¼ in.)	
	—Double "	—26¼ "	(4⅝ in.)	
	—Three "	—40 "	(6⅞ in.)	
	—Four "	—53½ "	(9 11/16 in.)	

Electros —must be in accordance with above measurements

Half-tones —100 screen give best results

Key Numbers —Not responsible for correct insertion of key numbers where type is inserted in mortised electros

Publication Date —Saturday

Forms Close —Saturday previous to date of issue

Changes and discontinuances must reach us 12 days in advance.

A discount of 10% will be allowed on all orders to be inserted the same in any two or all three of our papers, viz: THE OHIO FARMER, THE MICHIGAN FARMER and THE PENNSYLVANIA FARMER.

THE LAWRENCE PUBLISHING COMPANY
CLEVELAND, OHIO

G. W. HERBERT, Inc.,
Western Representative,
600 First Nat'l Bank Bldg.,
Chicago, Ill.

W. C. RICHARDSON, Inc.
Eastern Representative,
41 Park Row,
New York City

or decides the rates of the papers in one community? 4. Does a paper that specializes in a certain kind of advertisement charge more for it than another paper does? 5. What variance is there in the charges of weeklies, dailies, and monthlies for advertisements? 6. Do certain of them insist upon more dignified *forms* of advertisements than others? 7. Do you commonly find dignified, clever, and quack advertisements in the same paper? 8. Are advertisements always charged for by space and position and never by quality or content? 9. To what extent are rates fluctuating and uncertain? What conditions make them so? 10. Are special inducements ever made to advertisers and rates reduced accordingly? If so, how would this affect the general advertising policy, do you suppose?

LESSON XIII

Specialty Advertising

1. What unique methods of advertising have come under your observation, — moving-picture, parades, signs, balloons, etc? 2. Compare these in effectiveness with other types. 3. Compare them in cost and content. 4. Is the extra expense involved justified by returns? 5. How would you advertise your school paper or some school game by means of specialty methods? 6. When the circus comes to town, how many kinds of advertisements does it employ? 7. Are rewards and premiums a *paying* kind of advertising, do you think? Why or why not? 8. Some shops employ trading stamps as a method of inducing purchase. Discuss the advertising value of this sort of thing. 9. Discuss also music, entertainments, restaurants, nurseries, playgrounds, etc., in large department shops with respect to advertising value. 10. Discuss newspaper and magazine specialty advertising. What methods do they employ?

LESSON XIV

Mail-order Advertising

1. How does mail-order advertising differ from other advertising? 2. Is it national or local? retail or wholesale? 3. Does it establish its own mediums or is it dependent upon the mediums of general advertising? 4. Does it advertise one commodity only or many commodities? 5. Secure catalogues, letters, and circulars of a mail-order house and study them. How does their advertising compare in effectiveness with that of a large department shop? 6. What are the characteristics of a mail-order advertising campaign? 7. How does it differ from an advertising campaign conducted by another kind of firm? 8. "Clearance sales," "reductions,"

"special inducements," — have these terms and others like them any place in mail-order advertising? 9. What part do illustrations play in mail-order advertising? 10. Does mail-order advertising employ all styles of advertising, or does it hold pretty generally to one? Explain. Discuss the following comparatively:

1627	Children's Shoes, sizes, 8 to 10½; patent leather, button, $2.50; tan or black Russia calf, button or lace, $2.50; white buckskin, button, $3.50; white canvas or black kid, button	2.00
1628	Children's Button Shoes, sizes, 4 to 8; tan or black Russia calfskin, $1.75; white buckskin, $2.50; white canvas	1.35
355	Boy's Cloth Hat, in black and check; sizes, 6⅞ to 7⅛	2.25
356	Boy's High Crown Middy Hat, of black Milan straw, black band; sizes, 6⅞ to 7	2.50
361	Boy's Straw Hat, with rolling brim and fancy band; sizes, 6⅞ to 7⅛	1.50
362	Boy's White Milan Straw Tyrolean, straw band, edging of black velvet; sizes, 6⅞ to 7 . . .	2.25
2487	Hand Bag, pin Morocco, moiré lined; black, blue, tan, or purple; gilt or silver trimming; or gun metal finish on black	2.25
2488	Hand Bag, for misses, pin Morocco; black, blue, or tan; gilt or silver trimming; fitted with purse	1.00
2489	Hand Bag, pin Morocco, moiré lined; black, blue, tan, or purple; gilt or silver trimming; or gun-metal finish on black	3.00

2863. White linene, light navy trimming.
Ages 2 to 6 . . . . . Price **$3.00**

Special Bargains
for
Christmas and
Thanksgiving

We pay all Mail or Express Charges on anything in this book : : : :

The Value Of Moderation

One of our mail-order advertisers was indulging in superlatives which we thought were not only unjustified by the facts, but also so obviously exaggerated as to weaken the effect. He finally reluctantly consented to the modifications which we requested.

Immediately his returns improved.

He attributed them to some superior merit in his goods or some other mysterious influence. But just as an experiment he tried the same copy in the other publications which he had been using.

Very much to his surprise, he found that they too responded with a new vitality. His copy was more believable, and the consumer respected the dignity of his new attitude.

The result is that this advertiser, like many others, has become an enthusiast on the subject of modern censorship.

We believe that other publishers who are also endeavoring to restrain over-statement are gradually obtaining similar support from the wise ones among their advertisers.

THE CURTIS PUBLISHING COMPANY
Independence Square
PHILADELPHIA, PENNSYLVANIA

(From *Obiter Dicta*)

LESSON XV

Writing Advertisements

1. Compose specimen advertisements of the various common types for real and imaginary commodities. 2. Compose three or four advertise-

Some Advertising "Art"

ments for one thing, adapting the form to the medium in each case. 3. Write an advertisement for a new commodity. 4. Re-advertise in a new way an old commodity. 5. Write an imaginary department shop advertisement. 6. Explain what guides you followed in its composition. 7. Write a display advertisement that attracts by means of its irregular lines. 8. Write an advertisement for a commodity that has just been changed in form or price. 9. Write an advertisement for a magazine or a newspaper calling attention to its special facilities for advertising. 10. Discuss the value for advertising purposes of the selected trade marks opposite (and on pages 111 and 112). Are they familiar? Are they standard? Are they clever and artistic? Are they appropriate trade marks?

LESSON XVI

Circularizing

1. Can you find any instances of what you consider over-advertising? What are the results of it? 2. Is it good policy to have people say to an agent, "I'll buy it to get rid of you"? 3. A particular type of this persistence in advertising is the *follow-up letter* or circular. Examine some circulars of this kind. Upon what do the advertisers justify their "following-up"? 4. Do they purposely leave something in doubt, that a further communication may be made necessary? 5. Compose two or three follow-up circulars and letters or postcards, advertising some imaginary commodity. 6. Explain the reason for those which follow the first one. 7. Are such letters and circulars ever colored, or illustrated, or made otherwise attractive? 8. In what respects would you make your letters and circulars similar to your other advertising? In what respects would you make them different? 9. What particular lines of business most frequently use this method of advertising? What lines never? 10. If you were following-up by means of postcards, what details would you place on each card to induce the recipient to save it?

LESSON XVII

The Advertising Scrap Book

1. Many firms have an advertising scrapbook in which they keep copies of all their own advertisements as well as those of other firms dealing in the same or in other lines. What are the advantages of such books? 2. What other memoranda would be valuable along this line, do you imagine? 3. Where can the greatest economy be exercised in this matter of advertising? 4. Where does the greatest waste probably occur?

5. Study comparatively those firms that are conservative in advertising and those that are more active and enterprising. The Royal Baking Powder Company has used "Absolutely Pure" as almost its sole advertisement for years. Comment upon this and contrast it with the advertising methods of The National Biscuit Company or The Postum Food Products Company. 6. Compile a scrap book of your own for the study of advertising in its various phases. 7. Have the following quotations any value as advertisements? Discuss them as to business truth.

Only a mint can make money without advertising.—Gladstone.

Success depends upon a liberal patronage of printing offices.—J. J. Astor.

Frequent and constant advertising brought me all I own.—A. T. Stewart.

The road to fortune is through printer's ink.—P. T. Barnum.

My success is owing to liberality in advertising.—Robert Bonner.

My son, deal with men who advertise. You will never lose by it.—Benjamin Franklin.

I would as soon think of doing business without clerks as without advertising.—John Wanamaker.

It is my custom in a Dearth of News to entertain myself with those collections of advertisements that appear at the end of all publick Prints. —*Joseph Addison*, in the Spectator, 1710.

The man who first took advantage of the general curiosity that was excited by a siege or battle to betray the readers of news into the knowledge of the shop where the best puffs and powder were to be sold was undoubtedly a man of great sagacity and profound skill in the nature of men. —*Samuel Johnson, 1759.*

8. How could you make each new advertisement you write the more valuable for such quotations as those above, and for your scrap book? 9. Examine some old newspapers or magazines and compare the advertisements in them with those you now find in the same mediums. 10. Discuss conservatism in advertising from all points of view.

LESSON XVIII

The Press Agent

1. What is a press agent? 2. What is his particular work? 3. Is he primarily a news writer or an advertisement writer? 4. If the latter, how does his advertisement differ from others? A press agent notice is sometimes called a "disguised advertisement." Explain. 5. Is it more or less effective than other advertising, do you suppose? 6. Does it occur in the same place with the other advertisements? 7. Is it paid for as others are? 8. Does he need to be more or less clever than other advertisement writers? 9. Produce in class some press agent notices

and discuss them. 10. Write one yourself for your school or for some game, to be published in your school paper. 11. With what particular business is the press agent most likely to be connected? 12. Why do not all business houses have their own press agents? 13. Why do some large corporations (*e.g.* Standard Oil Co., American Woolen Co., and others) employ press agents? 14. What are the differences between the work of a press agent and that of a publicity agent?

LESSON XIX

The English of Advertising

1. In what proportions do the four composition types — narration, description, exposition, argument — contribute to advertising? 2. How far do illustration and design take the place of any or all of these types? 3. Discuss the argument of comparison in advertising, — "Costs less, worth more" — "None better made" — "It leads them all," — "A little higher in price, but —." 4. Can you excuse ungrammatical language in an advertisement? Does the expression, "If Coffee don't agree, use Postum," increase its advertising value because of its colloquial form? In what ways is the jingle advertisement sometimes incorrect? Why has the jingle become a popular form? 5. Do you like to see Shakespeare or Scott or some other great author quoted in an advertisement? Why or why not? 6. What specific values does slang have when used in an advertisement? Do you approve its use? Is there such a thing as a slang illustration? Explain what is meant by it. (Some one has called a *cartoon* a slang picture.) 7. What qualities must a coined word have in order to become effective in advertising? How are such words frequently formed? Devise some good word coinages. 8. Imagine that some large firm has asked you for a letter recommending its commodity. Write the letter. Keep in mind the fact that it may be published. 9. Compose some effective and artistic letterheads. How large a place does the letterhead hold in the advertising field? 10. Discuss the "before and after" statement or picture as to its advertising value. How would you phrase such a statement cleverly and pointedly?

LESSON XX

Illustrative Advertisements

1. Make a comparative study of the advertisement on the next page and of many other similar and different ones, such as those inserted facing pages 132, 133, 134, 135, 136, 137, 138, 139. They represent various types and should be studied in connection with Lesson III, page 109.

The
Illinois Farmer
Chicago and Quincy, Ill.

Does Not
Sell subscriptions in bulk.
Sell spectacles, knives, etc., and throw the paper in.
Make secret contracts for special rates to certain advertisers and agents, that "do not go on the books."

It Has
70,177 subscribers that have paid their own money for the paper.

ILLINOIS FARMER COMPANY

LESSON XXI

Miscellaneous Review Questions

1. Illustrate the different types of certified and classified advertisements and discuss their difference in form. 2. What is meant by dignity in advertising? Give some illustrations and discuss its effectiveness with that of the more sensational style. 3. What, in your opinion, constitutes a poor advertisement? Bring to class examples of advertisements that are incorrect, untrue, or otherwise poor. 4. Give as many examples as you can find of advertisements that have educated people, or that have placed in circulation certain words or epithets or phrases. 5. Discuss the advantages and disadvantages of putting prices in advertisements, of offering free sample, giving prizes, etc. 6. Show what influences will work to make general advertisements become classified and classified advertisements become general. 7. What have advertisers done to meet or overcome the opposition to their handbills? 8. In what ways are advertisements wholesome to a business, aside from their direct money value? 9. What inducements are commonly made by managers of advertising to the advertisers? 10. State briefly of what the organization of an advertising business should consist. 11. Discuss the question: Does the end justify the means? (Think of big advertisers; moderate advertisers; small advertisers.) 12. Discuss fully what seem

THE rarity and costliness of orchids add to their fascination, but if they were as common as carnations their perfection of beauty would still make them the most prized of flowers.

The Orchid of Sweets

Huyler's

Bonbons Chocolates

are the most prized of sweets, not because rarest, or costliest, but because of their perfection of flavor. If only a hundred boxes a day were made they would be priceless.

The luxury of Huyler's may be enjoyed no matter where you live, because Huyler's Bonbons and Chocolates and many other sweet things from Huyler's are sold by Huyler's sales agents (leading druggists everywhere) in the United States and Canada. If there should be no sales agent near you, write us.

Huyler's 64 IRVING PLACE, NEW YORK
Frank DeK. Huyler, President

Old Fashioned Molasses Candy was the first candy made by Huyler's. We still make it and it's the same good, wholesome candy. Our 10 cent package is an ideal trial size. If not to be had of your local merchants, send to us for it, enclosing 10 cents.

(See Lessons III and XX, pages 109 and 131.)

Macey
Book Cabinets
Do Not Look Sectional-
But They Are
MADE IN GRAND RAPIDS

KEEPS THINGS "JUST LIKE NEW"

YOU can keep nearly everything in home, office or store always perfectly oiled, "clean as a whistle," polished bright as new and as free from rust and tarnish as the day it was bought.

Try "3-in-One" for sewing machines, clocks, cameras, typewriters, furniture, bathroom fixtures, electric fans, lawn mowers, guns, fishing rods and reels, etc.

Three sizes—10c. 25c and 50c. Sold at all good stores. Library Slip with every bottle.

(*See Lessons III and XX, pages 109 and 131.*)

to you to be the advantages and the disadvantages of the advertising business. 13. Sum up your study of advertising by means of an advertisement setting forth its advantages. 14. Define briefly (illustrate if possible) the following kinds of advertisements: literary, slang, big-fact, big claim, jingle, border, expository, coupon, keyed, wholesale, retail, private, textual, local, tickler, trade-mark, etc. 15. Discuss the pictorial poster and mural advertising generally. How would you regulate it in order to make it "artistically moral"? Do you believe in an advertising censorship? 16. How do new departments of classified advertisements become necessary? What causes old types to be discontinued? 17. Study further along the lines indicated by the following quotations. Discuss these and others similar to them that may be clipped from any good house-organ or business magazine:

"Advertising could not really get a start so long as a majority of people were illiterate. In 1642 there were 400 town criers in Paris — because the Parisians of the day were unable to read, they had to have their advertising shouted at them."

"Advertising sells a certain thing to a certain person. And it does more. It makes a more or less permanent customer out of that person. It promises him that he can come round and get the same thing again. It gives that thing an added value in his eyes. It guarantees a degree of quality that he could not be sure of finding in some nameless brand. It spurs the man who makes the thing, and all the people who work for him, to do their level best to hold up or improve the standard. It dignifies. It educates whole communities and whole nations to new needs and new pleasures. It works in the large just as it works for the individual."

"The first period in the growth of advertising began with the coming of literacy.

The second with the multiplication of newspapers.

The third with the development of trans-continental transportation.

When facilities for the speedy and thorough distribution of both goods and publications arrived, the day of the magazine and magazine advertising had come." — From *Selling Forces*, by Richard J. Walsh, quoted in *Obiter Dicta*.

18. Discuss the publicity campaign, — its purposes and the methods of conducting it.

> "It has been said that the Canadian policy of publicity brought into Canada in a few years about 1,250,000 immigrants and a great many millions of dollars. The official statement of the amount spent in publicity is about $2,500,000." (From *Obiter Dicta.*)

19. Says an experienced advertiser: "A full-page advertisement brings a smaller return than a three-quarter-page one." Why is this so, if it is? 20. How would you create a trade mark, and why? To what extent would you find it necessary to have a trade mark if you were an extensive advertiser? What qualities must a good trade mark have? What various forms may the trade mark assume? Read and discuss the following:

TRADE MARKS SELL GOODS.

Central Americans Like to Order Goods by Symbols They Know.

Trade marks play a very important part in the sale of merchandise in lower Mexico and in Central America, and their effect in this direction is not as generally known and appreciated by American exporters as it should, writes United States Commercial Agent Garrard Harris.

"In the United States," he explains, "the manufacturer may deal with a retailer who has a similar line of goods on his shelves, obtained probably at a considerably lower price, and who in many instances takes the trouble to introduce the opposition line or argue the intending customer into buying the substitute, having in view the increased profit made by the sale of the latter.

"In Central America this is not so generally the case. It is a slow and tedious process to get a line of goods introduced and in general demand. The retailer is not keen to undertake new ventures, and would much rather carry the goods in common demand, even if the profit is smaller, for there is not the same danger of getting stuck as there is with an unknown brand.

"Most goods are inquired for by their trade-mark name, and if the name is short, sharp, impressive, and one a Spanish-speaking people can easily remember, so much the better. They do remember it, and they call for the article by the name that has become associated with it.

"It is not difficult to ascertain the value of these trade marks and trade names in the stores of Central America and Southern Mexico. Any storekeeper can give the information, and an investigator can obtain abundant evidence for himself by spending several hours in a store listening to the inquiries of customers.

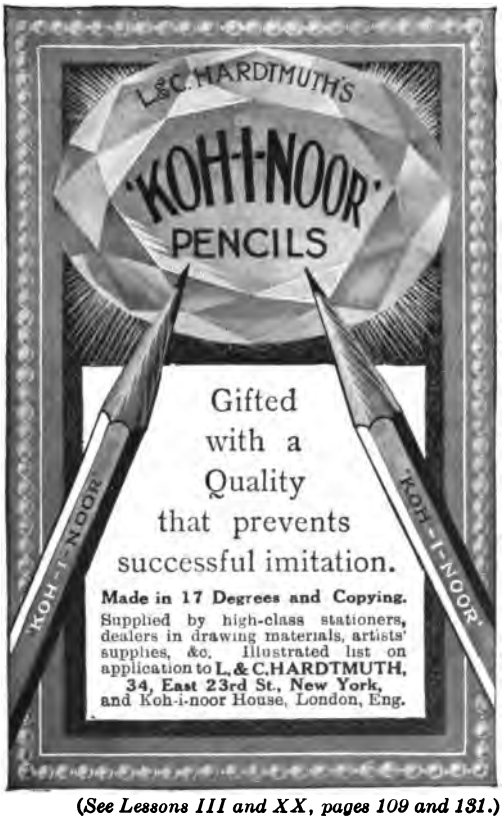
"Invariably they ask for an article by the trade name or the trade mark by which it is generally known; and if the trade mark is something they can see and describe, like a star, a crescent, the sun, or a pine tree, or any such object, so much the better.

"When an article bearing a catchy or easily remembered name or trade mark is once introduced, it is fairly certain to have a steady and growing demand if it has sufficient merit to win the approval of users. Trade is helped to some extent by advertising, of course, but a great majority of the customers in these countries are Indians and natives who cannot read or write, but who discuss the merits and demerits of an article they know with their friends and neighbors.

"Such customers are not likely to change from an article which pleases them, and which they already know. They remember the name of the one that fills the bill, and do not care to learn of any other so long as the former continues satisfactory.

"This characteristic of remembering names is also common to the more educated people. Business men, knowing this, make use of the trade-mark idea, and many stores have names such as La Perla, La Estrella, La Fama, or La Reforma. The people know the stores by these names rather than the names of the owners, and the stores are advertised by trade names, which become valuable in themselves as associated with the business."

(*New York Times*)



(See Lessons III and XX, pages 109 and 131.)

A Real Varnish Test !

Valspar is a wonderful discovery in varnish making. The boiling-water test shown above does not injure it. Nor will hot dishes spot a table finished with

VALENTINE'S VALSPAR
The Varnish That Won't Turn White

VALENTINE & COMPANY
456 Fourth Ave., New York City

TRADE VALENTINES VARNISHES MARK

(See Lessons III and XX, pages 109 and 131.)

21. "BIG BUSINESS — ITS INCOME AND ITS 'OUTGO'" should be discussed in connection with the following excerpt:

> Advertisers who use women's publications exclusively, or practically so, are excluded from the table. The figures have been made by multiplying the actual number of lines used in each publication by the prevailing line rate of that publication (except in the case of Curtis publications, where the figures were taken from records of actual payments). The lower rates due to time and space discounts would probably be largely offset by the higher rates charged in many cases for preferred positions and color work.

CLASSIFICATION	TOTAL EXPENDITURES 1911	1912
Automobiles	$1,420,744	$1,832,406
Automobile Accessories & Motorcycles	403,786	1,085,707
Building Materials	639,936	682,757
Business Appliances	561,209	597,516
Food Products	2,921,633	3,527,179
Hosiery	331,836	347,890
Household Goods & Appliances	945,588	1,114,348
Jewelry, Silverware, etc.	559,372	596,108
Men's Clothing	484,632	497,985
Men's Specialties	381,464	375,222
Musical Instruments	591,687	757,393
Shoes	225,403	301,115
Sporting Goods	174,256	193,678
Tobacco	253,954	500,284
Toilet Articles	1,282,996	1,542,051
Underwear	220,824	268,156
Miscellaneous	826,542	974,436
Totals	$12,225,862	$15,194,231
Increase 1912 over 1911		$2,968,369

(From *Obiter Dicta*)

22. Does your study of advertising justify the following in your own mind? Why or why not?

> Young men looking for a new field will do well to think of advertising. It gives openings to many kinds of ability. A man intelligent, keen, and convincing can be very prosperous as a solicitor of advertising. A man acquainted with the English language, knowing the meaning of words, can be very prosperous as a writer of advertising.

(Arthur Brisbane in the *New York Evening Journal*)

THEME TOPICS

1. The Good Advertisement
2. The Bad Advertisement
3. Advertising to Pay
4. Advertising to Maintain Reputation
5. Advertising to Educate
6. Advertising as Art
7. The Red Tape of Advertising
8. Cleverness in Advertising
9. Advertising Rate Making
10. Specialty Advertising
11. The Follow-Up
12. Circularizing
13. The Advertising Letter
14. Advertising Jingles
15. Display Advertisements
16. The Border in Advertisements
17. "Catching the Eye"
18. Booklets and Catalogues
19. Bundle Slips
20. The Post Card
21. "Hangers"
22. The "Tickler"
23. The Coupon
24. Keyed Advertisements
25. Hold-up Methods in Advertising
26. Keeping Track of Returns
27. The Bill Board
28. The Window Display
29. Calendars and their Kin
30. Advertising Tone
31. Dignity in Advertising
32. Advertising Values
33. Advertising Policies
34. The Small Shop Advertisement
35. The Big Shop Advertisement
36. Guaranteeing Returns
37. The "Blanket Advertisement"
38. "Watch This Space"
39. The Advertisement Illustration
40. The Puzzle

MBURG- AMERICAN

st SS.Co Over 400 Ships
the 1,306,819
LD TONS

CRUISES

MEDITERRANEAN SERVICE
by Steamships
Cincinnati and Cleveland
Ports of call:
Madeira, Gibraltar, Naples, and Genoa

NILE SERVICE
y superb steamers of the famburg and Anglo-American Nile Company.

ORIENT—INDIA
y S. S. *Cleveland* from New York
AN. 15, 1914—Duration 93 Days
ost, including shore rips and all necessary xpenses..... **$700** and up

Cruise Around the World and Through the Panama Canal
rom New York, January 31, 1915
by S. S. *Cleveland*
35 days—$900.00 and up
Register your engagements now
Good rooms will soon be taken

Cruises to West Indies enezuela and the Panama Canal By VICTORIA LUISE
uring January—February—March —April. Duration 16 to 27 days. Cost $145-$175 up.

Two 15-day cruises from New Orleans, February 28 and March 17, by S. S. *Kronprinzessin Cecilie*. $125 and up, including side trip on the Canal. Shore trips optional.

Write for Information.

Hamburg-American Line
41-45 Broadway
New York

Trade Mark

Railway Mail Clerks, Postoffice Clerks, City Mail Carriers, Internal Revenue and Customs Clerks

Thousands of appointments coming

$800.00 to $1800.00 a Year for LIFE

No "layoffs" without pay, because of strikes, financial flurries or the whims of some petty boss. Excellent opportunities for quick advancement to Higher Government Positions. If you want immediate appointment, send **TODAY** for our schedule showing locations and dates of the Fall examinations. Any delay means the loss of just so much time in preparing yourself for examination.

SEND COUPON BELOW

Franklin Institute
Dept. A 106, ROCHESTER, N.Y.

We will prepare 25 Candidates Free

The coupon, filled out as directed, entitles the sender to free sample questions; a free copy of our copyrighted book, "Government Positions and How to Obtain Them," and to consideration for Free Coaching for the examination here checked.

COUPON

..Railway Mail Clerk	[$900 to $1800]	..Customs Positions	[$800 to $1500]
..Postoffice Clerk	[$840 to $1200]	..Internal Revenue	[$700 to $1800]
..Postoffice Carrier	[$800 to $1200]	..Stenographer	[$800 to $1500]
..Rural Mail Carrier	[$500 to $1100]	..4th Class Postmaster	.....
..Bookkeeper	[$900 to $1800]	..Canadian Government Positions	.....

Name .....

Address ..... A 106

Use this before you lose it. *Write plainly.*

(*See Lessons III and XX, pages 109 and 131.*)

Copr. Life Pub. Co.

"VETERANS"

This picture sent with every yearly subscription to

Life

Obey That Impulse!

This picture, miniature of which is reproduced on this page, is 15 x 10 inches in size and will be forwarded on each yearly subscription as received. It is printed in colors by a new process, and sent ready for framing. In case you don't want to spend $5.00, send $1.00 (see coupon opposite) for three months. If you don't want to spend $1.00, send 10 cents for a number of sample copies to look over If you don't want to spend 10 cents, send a 2-cent stamp and we will mail you a copy of the Miniature LIFE free, full of jokes and pictures. If you're so mean that you don't want to spend a 2-cent postage stamp, then good-by.

SPECIAL THREE MONTHS' OFFER

Enclosed find One Dollar (Canadian $1.13, Foreign $1.26). Send LIFE for three months to

_____

_____

_____

Open only to new subscribers; no subscription renewed at this rate.

LIFE, West 31st Street, New York C

One Year, $5.00. (Canadian $5.52, Foreign $6.04.)

(See Lessons III and XX, pages 109 and 131.)

41. The Press Agent
42. The Advertising Campaign
43. The Mechanics of Advertising
44. The Expository Advertisement
45. The Comparative Advertisement
46. The Blank Space Device
47. The Agency
48. Commissions in Advertising
49. The Ungrammatical Phrase
50. The News Print Advertisement

SUMMARY OUTLINE FOR REVIEW OF ADVERTISING

(See Foreword, page VIII.)

I. Value of some knowledge of advertising
   - *A.* Knowledge of human nature
   - *B.* Knowledge of the business world
   - *C.* Possible application to actual business

II. The reason for advertising
   - *A.* The new article
   - *B.* Standard goods trade-marked
   - *C.* Good-will of the public

III. Kinds of advertising
   - *A.* General
     1. In newspapers
        - (*a*) National
        - (*b*) Local
        - (*c*) Classified
     2. In magazines
        - (*a*) National
        - (*b*) Classified
        - (*c*) Specialized (according to nature of medium)
   - *B.* Direct

IV. Mediums of advertising
   - *A.* General magazines and periodicals
   - *B.* Newspapers
   - *C.* Mail-order publications
   - *D.* Agricultural publications
   - *E.* Religious publications
   - *F.* Professional journals
   - *G.* Trade papers, technical and semi-technical
   - *H.* Rural or outdoor advertising

I. Other printed matter
1. The house-organ
2. Catalogues
3. Mail series or follow-up matter

J. Advertising novelties, samples, etc.

V. The machinery of advertising
A. The advertising agency
B. The advertising manager
C. The advertising solicitor
D. Technical details
E. Determining the efficiency of different mediums
1. Keying an advertisement

F. Outside printing
1. For the consumer
2. For the retailer

VI. Good and bad advertisements
A. Primary tests
1. Does it attract the public eye?
2. Will it make the public buy?

B. Secondary tests
1. Does it please the public?
2. Does it teach the public?
3. Is it timely?
4. Is it in a suitable medium?

VII. Styles of advertisements
A. Display
1. Illustrated
2. Big heading
3. Border
4. Large body-type

B. Text
1. Literary
2. Slang
3. Big fact
4. Big claim
5. Jingle

VIII. The advertising campaign
A. Study of conditions
1. The article itself
2. The possible buyer or consumer
3. Trade conditions

If it isn't an Eastman, it isn't a Kodak.

The Kodak Story

The story of the Kodak album–it's a continued and never concluded story that grips you stronger with every chapter–a story that fascinates every member of the family from grandmother to the kiddies because it's a personal story full of human interest. Let Kodak keep that story for you.

Ask your dealer, or write us, for "At Home with the Kodak," a delightfully illustrated little book that tells about home pictures—flashlights, groups, home portraits and the like—and how to make them. It's mailed without charge.

EASTMAN KODAK CO., ROCHESTER, N. Y.

(*See Lessons* III and XX, pages 109 and 131.)

(See Lessons III and XX, pages 109 and 131.)

B. Division of appropriation money
    1. General advertising
    2. Outdoor advertising
    3. Advertisements to the trade
    4. Sample distribution
    5. Circularizing
    6. Novelties
C. Preparation of copy
D. Tabulating results
    1. Key systems
E. Follow-up systems

SALESMANSHIP

Good salesmanship is selling goods that won't come back to customers that will.
— CAXTON

LESSON I[1]

DEFINITIONS AND KINDS

1. Explain just what you understand by the word "salesmanship." 2. How many kinds of salesmanship are there? How many kinds of salesmen[2]? (Look up the words *drummer, clerk, canvasser, salesman, commercial traveler, saleswoman, solicitor, representative, agent, runner,* in the dictionary.) 3. What general qualities must a good salesman possess? 4. What special qualities should he have?

"Personality in salesmanship is merely the radiation of self-confidence. Be sure of your ground and you will have a convincing personality. Some people are born with self-confidence. If it stops short of offensive egotism, they have a certain inborn personality. But personality is more frequently acquired than inborn. Don't worry about it any more than about character reading. Know your goods thoroughly, master and practice the fundamental principles of salesmanship, and personality will descend upon you like a halo.

However, there are two desirable qualifications in a salesman which are perhaps responsible for the mistaken theory that an experienced salesman becomes able to read character. The first is the ability of the salesman to adapt the method of his approach to the apparent temperament of his customer. The second is the curious faculty of divining the proper time to risk everything on the 'closing talk.' The first is easily enough explained and easily enough acquired. The second is infinitely more difficult.

Now, I have gone as far as I can without dividing a sale into its four severable parts. This division is imperative to an intelligent consideration of the subject of salesmanship. It is even more important to the actual making of a sale. The projection of your mind to a successful meeting with another human mind requires the accomplishment of four distinct steps with your auditor: First, you must gain his undivided attention. Second, you must arouse his definite interest. Third, you must create an unqualified belief in and accord with your statements. Fourth, when you have removed all quibbles and doubts from his mind, you must replace them instantly with an impelling resolution to do the thing you ask."

(Wm. Maxwell on *Salesmanship* in *Collier's Weekly*)

[1] See Lesson XXI, page 155, and keep it in mind throughout the work in salesmanship.

[2] *Salesman* is used throughout these lessons in reference to both men and women

5. What do you understand by the terms "general salesman" and "special salesman"? 6. Why are salesmen necessary to business? 7. To what extent are purchasers dependent upon salesmen? 8. What kinds of goods will be sold best by men? by women? by young people? by older people? by educated people? by people of only average education? 9. If you were a salesman in a department shop, in what line [1] would you prefer to work? Reasons. 10. If you were a road salesman,[2] what would your preferences be as to line and territory? Reasons.

LESSON II

Commodities [3]

1. Name as many salable commodities as you can think of, approximating the value of each per article or measurement. 2. Arrange these commodities in three columns, — necessities, comforts,[4] and luxuries. 3. Which of the three groups of articles is most expensive? Which brings the biggest return to the house? to the road salesman? 4. Which of the three would you rather attempt to sell on the road? Which articles in each group would probably be represented by a single salesman? Why? 5. How would the sale of these three types of commodities vary with locality? Explain. 6. With which of the three would a house [5] be most likely to arrange "easy terms" or payment by installment? On which of the articles named would the price be fixed; on which would it sometimes be subject to cutting? Explain. 7. Which of the three types is most likely to be sold by trial; *i.e.* placed in the hands of a prospective buyer for a time in order that he may give it a trial? 8. Explain in what way "necessity" may be a variable term and how sales would accordingly be affected. 9. Which of the three is most likely to be represented by means of samples? Discuss fully in this connection the sample method of sale. 10. What particular advantages and disadvantages would there be in one salesman's handling two or all three types of these commodities on the

sellers; *salesmanship* likewise includes "saleswomanship." *Salesperson* is, however, the word that is now used by most shops, though "*salespersonship*" is hardly possible, — yet.

[1] *Line* is salesmanship English for kind of goods dealt in or sold.

[2] *Road salesman* is salesmanship English for traveling salesman; *on the road* means traveling to sell.

[3] *Commodities:* other words that may be used instead are *wares, goods, merchandise, produce, manufactures.* These should be looked up in the dictionary and differentiated.

[4] *Comfort* is here used instead of the more awkward term "semi-necessity." There is a large number of articles that seem to stand between actual necessities and luxuries. Bread is a necessity; a piano is a luxury in most families; a rocking-chair is a comfort.

[5] *House* is the term applied to the firm that is represented by a salesman.

road? Discuss from all points of view. 11. How would the method of selling these three commodities in a large or small shop differ from that used in selling them on the road? 12. Explain how a shop selling general merchandise may develop a number of departments or even a number of different shops as business increases.

LESSON III

The Chain Shop System

1. Explain what is meant by a "chain of shops." 2. How highly is the management centralized in such a system? 3. To what extent must certain shops individualize their management? 4. Do all shops in a chain sell the same quality of wares? the same wares? 5. What are the deciding factors in extending the chain or in diminishing it? 6. What outside pressure may be brought to bear upon chain shop management for the establishment of a branch in a certain community? 7. What uniformity in system is always aimed at by the management of such shops? 8. "A scattered department shop" is the term sometimes applied to the chain shop system. Discuss its appropriateness. 9. Do the individual shops in a chain have their own special buyers and salesmen? 10. To what extent are such shops dependent upon outside wholesale channels of trade? To what extent do they manufacture for themselves? 11. Study intimately such chain systems as the Woolworth, the Harvey, the Childs, and discuss them comparatively with other kinds of mercantile organization. 12. As the manager of a chain system, what mediums of advertising would you consider the most profitable for your shops?

LESSON IV

Department Shop Selling

1. Name as many departments as you can think of in a large department shop. 2. Classify department shop commodities from those of greatest necessity to those of least. 3. Learn all you can about the organization of a department shop and make an orderly outline of it. 4. What personal characteristics especially qualify one to be successful behind the counter? 5. What special qualifications are necessary for "waiting on customers"? 6. In what respects do you understand "clerk" and "salesman" to mean the same? In what respects are they different? 7. If you were a clerk in a department shop, would you probably be changed from one department to another from time to time? Why or why not? 8. To whom would you be directly responsible if you were a department shop clerk, and of what would the responsibility consist? 9. How could you influence people to buy if you were selling

over the counter? What value have such expressions as, "Anything else, Madam?" "This is just as good," etc.

> HOWEVER, the real objection to "What can I do for you to-day?" is that no matter how the words are spoken they mark bad salesmanship. The phrase is a plate-glass-windowed, mahogany-fixtured, clerk-unionized, and ungrammatical corruption of the medieval street vender's cry, "What do ye lack?" It is meant to signify both an ability and readiness to supply the needs of the prospective customer, but in reality expresses a doubt of both. Grammatically and psychologically it should be: "What may I do for you to-day?" However, that amendment does not remove the objection to the phrase. The trouble with this salutation and all of its variations, such as "Something to-day?" "What may I show you?" "Looking for something?" "Waited upon?" etc., is that the salesman throws away an advantage when he uses them. Some real or fancied need has sent me in quest of a certain article. Advertising, habit, convenience, or other circumstance directs me to a particular store. The sale is half made before I enter the store. This is true even though I am not yet ready to buy and am merely looking around. I have a keen interest in the object of my quest, and am ready to yield an absorbed attention to the article and a description of its merits. Compare my attitude with that which the wholesale buyer ordinarily assumes toward a traveling salesman, and it is apparent that I have produced in myself a state of mind that the traveling salesman rarely encounters in his customers until he himself has created it, and he fails in many an attempted sale because he can't create it.
>
> (Wm. Maxwell on *Salesmanship* in *Collier's Weekly*)

10. To what extent is persuasion necessary, in selling over the counter? Illustrate with respect to specific commodities. 11. Compare the work of selling in a large department shop with that in a small shop dealing in general merchandise; with that in a small shop dealing in one line of goods only. Does the department shop system make it easier for the salesman, do you think? 12. Explain how a department shop may be, oftentimes is, nothing more than a number of small shops brought together under one roof. How far is the management centralized in such a case?

LESSON V

Department Shop Selling (*continued*)

1. As a department shop clerk, would you receive a wage or a commission, or both? 2. What special opportunities would you be given to earn extra money? 3. What particularly troublesome occasions and seasons would you have to meet? How and why would they be troublesome? 4. In what respects is the bargain counter a special opportunity for the clerk? 5. What insight into the general business of the house is possible and necessary for the man behind the counter? 6. What opportunities for advancement could you avail yourself of as clerk in a department shop? 7. How do department shop clerks make change, deliver parcels, keep records of sales? Who is responsible for keeping the various departments stocked? 8. Which departments in a large shop require specially trained clerks? Which are open to almost any one of average education? Does the wage vary accordingly? 9. If you were a department shop clerk, do you think that you could tell at once whether a person were "just looking" or really going to purchase? In what way would your manner be influenced accordingly? 10. As a department shop clerk what special devices would you employ to increase sales? Would your opportunity for initiative be great or small? Discuss the statement, "Clerks in a department shop are mere automatons, mere cogs in a great wheel." 11. Explain fully how a department shop secures its goods and where it keeps them in store. Such terms as *warehouse, stores, delivery, cartage, imports, buying, freightage, expressage* will have to be explained in this connection. 12. Discuss the subject of *display of goods* in its effect upon selling. Does display increase selling? Does selling ever cause display?

LESSON VI

Department Shop Special Sales

1. Explain what is meant by a clearance sale. Is it the same thing as a closing-out sale? Discuss such sales from point of view of seasons, goods, prices, salesmen, expenditure, etc. 2. How do clearance sales differ from bargain sales? Which do you suppose yields the bigger return? Which is the bigger advertisement for a shop? 3. Discuss other kinds of sales, — auction, removal, damage, shop-worn goods, etc. 4. What connection may a buyer have with a special sale of any kind? Explain fully. 5. In making individual sales, what errors does a clerk sometimes make? Explain how careless writing and inaccuracies may cost a clerk her place. 6. The sales-slip is said to be the source of nearly

all the good and evil in a department shop. Explain how and why this is. Secure sales-slips from the various shops in your community and study them. 7. If a department shop loses a big credit customer through the carelessness of some clerk, what measures are taken to rectify the error and regain the customer? Imagine a typical case. 8. Explain how sales are made over the telephone. How and when is payment made in such sales? 9. How largely do department shops go into the homes and offer goods for examination for purposes of sale? Explain the details of such selling. 10. How are department shops enabled to offer reduced price sales on goods of standard manufacture? What are the processes of "marking down" such goods? 11. What frauds are shops sometimes guilty of in the matter of "marked down" or "greatly reduced" propositions? At what seasons of the year are such sales commonly held? 12. What are the deciding considerations in assigning a group of clerks to a special sale? What qualifications count for most just here?

LESSON VII

Cost, Price, and Profit

1. Do all shop goods bear upon them the price tag? Why or why not? 2. Does the price tag indicate the actual price in figures, or is a secret mark used? If the latter, explain it. 3. What is the relation between the price marked on the tag of an article and the actual cost of it to the firm? 4. Explain fully what is meant by "reasonable profit." 5. How may a firm reduce the price marked on an article without suffering actual loss in business transaction? 6. What is the rule regarding the marking of prices on goods for display? Which is the better form, to mark such goods or not to mark them? 7. In the case of a "marked down" sale, by whom and how is the marking down done? 8. Can the mere difference between wholesale and retail prices be considered as actual profit? Explain what factors of cost enter between the two. 9. In giving the selling price of a commodity what obligations is a retailer under to the wholesaler? Is he at liberty to place any price upon it? 10. Does a retailer, small or large, buy his goods outright from a wholesaler and make all he can thereby; or does he act as agent or seller for the wholesaler, returning unsold goods and sharing the profit on sold goods?

LESSON VIII

Buying At and For The Counter

1. When you purchase something at a department shop, what qualities do you like in the clerk who waits on you? 2. In what ways do the

patrons of a shop make a clerk's work annoying and troublesome? 3. The person who doesn't intend to buy, who is "just looking," is said to be the clerk's best opportunity. How and why is this? 4. When buying at a large shop, do you try to have the price of the article you are buying reduced? Do you try it at the small shop? At which are you the more likely to do so? Discuss this fully. 5. What do you understand by *flat price, single price, one-price shop, price maintenance, special rate*, etc. 6. If you owned a small shop and a traveling salesman came to you to sell certain goods, what questions would you ask him about his line? What terms would you try to make? Imagine a specific situation and discuss it. 7. If you were the buyer for a large department in a department shop, how would you decide upon the quantities to be ordered through the salesmen? 8. What would you do were you to overstock your department? How would you get rid of the extra stock? How would you meet an understocking emergency? 9. What system of department inspection would you employ if you were a buyer? Explain in detail. 10. In what salient respects is buying different from selling? a buyer different from a salesman? Must the two possess about the same qualities? 11. How are a buyer's duties affected by changes in fashion, in season, in local shop conditions? To what dangers, sudden changes, unforeseen circumstances, is he particularly exposed all the time as a buyer?

LESSON IX

Season and Locality

1. Explain just how special seasons and occasions affect the sales of a shopkeeper; of a roadman. 2. Discuss the summer season in its effect upon the sales of various commodities; other seasons also. 3. How do special holidays and celebrations affect sales both in the shop and on the road? 4. Do certain commodities sell all the time; others, part of the time; still others, very little of the time? Explain. 5. Discuss the sales in a mining town in comparison with those in a rich suburban community. In which of the two would you rather sell? How would your selling qualifications be affected? 6. Discuss Christmas sales in a large city as compared with those in a country place. Would the same kinds of things be sold? Would articles vary in quality? 7. What is the effect on business of holding goods over from one season to another? Why is it necessary to do so sometimes? 8. The word "seconds" is applied (1) to goods of defective manufacture; (2) to goods of inferior quality; (3) to goods that may be worse for wear through handling or holding over.[1] How would season and locality affect the sale of seconds?

[1] This class of goods is more properly called "shop-worn."

Could they be sold at the original price? to high-class patronage? for "firsts"? 9. Is there such a thing as special locality, — a locality requiring the special manufacture of some article for its own exclusive use? If so, what do you imagine would be the value of such a locality to business? 10. To what extent do department shops and manufacturers create special seasons, and why? Discuss "White sales," "Anniversary sales," and "Furniture sales" from all business points of view.

LESSON X

Clerks and Salesmen

1. Discuss from all points of view the difference between the work of a shop clerk and that of a traveling salesman. 2. To what extent is the one more broadening, fuller of opportunity, than the other? 3. In what respects are the two kinds of selling the same? 4. Is it possible that experience as a clerk will be of help to a traveling salesman, and *vice versa*? 5. Which of the two has the better opportunity to represent or misrepresent the firm? 6. In what different ways may the mistakes of a clerk come back upon the firm? those of a salesman? Which of the two can do more harm? 7. If you were a traveling salesman, what would your relations be with the clerks in a retail shop to which you sold goods? 8. How could clerks coöperate with roadmen to be mutually helpful? 9. Discuss the respective relations of clerks and roadmen to the house that employs them. Is the traveling man more intimately associated with the house than the clerk? Why or why not? 10. At a time of business stress or financial depression which of these two classes of employees would be discharged first, do you suppose? Explain.

LESSON XI

Wholesale and Retail Salesmen

1. Some traveling salesmen represent wholesale houses and sell to retail houses; some represent wholesale houses and sell to wholesale houses; some represent retail houses and sell to individuals or to smaller retailers; some represent wholesale houses and sell to middlemen or dealers or dispensers who in turn sell to the retail trade. Discuss the special methods and problems of each group. Which kind of salesman would you prefer to be? 2. Which kind of work will be more strongly backed by advertising? which not at all, probably? 3. Some salesmen are known as specialty salesmen, *i.e.* they are experts in some particular line. What are the advantages and the disadvantages of such salesmanship, do you

suppose? 4. To what extent would a firm help such salesmen by advertising of one sort or another, — samples, folders, letters, local papers? 5. To what extent may any of the above types of salesmen fix or adjust prices on their goods for the firm? May they lower or raise prices or "make terms" without notice to the firm? 6. Does competition in the field ever justify a salesman in selling at a reduced figure and making up the deficit to the firm from his own commission? Discuss the good and the bad features of this sort of selling. 7. In which of the above types of salesmanship is the price of a commodity most likely to be fixed? 8. How does the dealer or the middleman receive payment for his services? Does his entrance into a sale reduce profits all around? 9. Why are jobbers sometimes necessary to a large firm? What special facilities may they have for handling commodities? 10. If you were a road salesman for a wholesale house, how would you keep yourself in touch with the retail trade? To what extent would it be necessary for you to keep yourself informed in regard to general business conditions, whatever kind of selling you were doing? How would you keep yourself informed?

LESSON XII

The Customer

1. Look up the words "attract," "interest," "convince," "persuade" in the dictionary. Define them and point out the differences in meaning among them. 2. How would you plan to get the attention of and the approach to a person who is unusually busy, — the "busy proposition"? How would you plan to influence him in the quickest possible way after having gained an interview? 3. What would be your method of approach to a man who frankly says that he does not want to buy, — the "hard proposition"? 4. How would you deal with an indifferent man in order to make a sale, — the "cold proposition"? 5. How would you approach an old customer with a new commodity, — your side line, perhaps? (See Lesson XVIII.) 6. How would you regain the patronage of one who had been formerly a good and steady customer, but who suddenly discontinued your line of goods or bought of another salesman because of better terms? 7. Which sort of man would you rather sell to, the ready buyer (the "easy mark") or the "hard proposition"? 8. Would your house make any difference in commission, do you suppose, between a hard sale and an easy one, for the same quantity of goods? 9. Does it necessarily follow that because a person is interested he will buy? What elements of a sale are more important than mere interest? 10. By means of oral or written composition discuss the problems involved in getting the approach to all sorts of people, with all sorts of salable articles.

"Don't try to tell your whole story when you approach a prospective customer. A common and very bad introductory remark is somewhat as follows: "I am representing Smith & Jones of Johnstown. We make a very fine line of 'Thingumbobs' and I want to see if I can't interest you in our line." Whatever else you do or say, don't say that.

Attention may be called the dawn of interest, if you can imagine a dawn that will turn tail at the slightest excuse and slip back into the darkness whence it came.

Perhaps it is closer to the mark to say that attention is a challenge, since the man who gives you his attention yields a temporary interest which his mind challenges you to hold.

Real interest is involuntary mental concentration. Forced interest is an unwilling captive, and feigned interest an amiable deceit. It is never safe to assume that any talking point is of inherent interest to a buyer, nor that you can interest him in your goods merely by describing their good qualities in a convincing way.

I never knew anyone to buy a photograph of a banquet which he had attended if the photographer failed to get him in the picture. If I wanted to impress Niagara Falls on a man's mind so that he would never forget the scene, I should photograph the falls with the man in the foreground and give him a copy of the photograph. If we want to hold the interest of a buyer as we describe our goods, we must keep him in the picture.

Our average man is always interested in himself. If we are trying to sell a high-priced saw and ask the buyer, when we approach him, whether he has a sales organization that can sell a very high-grade saw, we gain his attention because we touch his vanity, and we attach a tether rope to his interest because we make the quality of our saw part and parcel of the buyer's consideration of his own sales ability. We gain momentary possession of his interest, but if we proceed to talk about ourselves and our saw without bringing him into the story, his mind is likely to pull the tether pin and gallop off to the consideration of other subjects."

(Wm. Maxwell on *Salesmanship* in *Collier's Weekly*)

LESSON XIII

Sales Devices

1. How would you as a salesman make yourself well acquainted on the road, — ingratiate yourself? How would your *being known* be valuable to business? 2. What devices would you employ from time to time to make "repeat" business sure? to get new business in old territory? 3. How would you develop new territory? go into a new field? 4. Suppose you changed your line, how then would you approach old and new customers? 5. How would you keep your buyers informed as to your whereabouts, of improvements in your line, of changes in prices, of special terms, etc., while you were on the road? How necessary would it be to keep them informed along all of these lines? 6. What constant devices would you employ to offset competition? Would giving credit be one of them? Discuss the custom of credit giving in this connection, both on the road and in large and small shops. (Connect with Lesson XV.) 7. What can a house do to pave the way for its salesmen? What can a salesman do, aside from square dealing, to maintain the dignity and good reputation of his house? 8. Suppose that you had made a "near-sale" at some point in your field, what means would you employ to make it an actual sale the next time you visited that point? 9. Is it ever profitable or good business to comment adversely upon a competing salesman, his house, his line, or his prices? Why or why not? 10. Summarize all the possibilities open to salesmen for getting and keeping the good will of the buyers in a community. 11. Discuss the trading stamp as a sales device in shops. Define and explain different kinds. 12. Is the giving of premiums a sales device? Does it "catch"?

LESSON XIV

Sales Plans

1. Outline and write a brief expository argument you would make for the sale of some textbook you are using; for the sale of a piece of real estate; for the sale of a pair of shoes or a piano or a cloak or a Morris chair, etc. 2. With what graphic plans or illustrations would you accompany your argument? How much use would you make of samples and of special inducements? 3. How would you relate the article you were trying to sell to something in the life and experience of the prospective buyer? 4. To what extent would your sale plan have to be influenced by the advertising of your house? 5. How would your experience on the road be valuable to the house in such matters as advertising,

sales plans, circularizing, etc.? 6. Plan and write a letter calculated to "bring the purchase" of some article. 7. What special devices would you employ to prevent your advertising matter being thrown into the wastebasket as soon as received? 8. However well your sale plan is thought out and arranged, you will meet constantly with conditions that will require you to make sudden changes in it. Name and analyze some of these conditions. 9. How would you gage the number of your letters and circulars so that they would not become a nuisance to the prospective buyer? 10. Procure advertising circulars, letters, plans, etc. Study their presentation, their appeal, their form. Show how they would be valuable to a salesman; to a buyer.

LESSON XV

Holding and Increasing Trade

1. If you were a traveling salesman, what would you do to retain customers at various places? 2. What would you do as a traveling salesman to increase the number of your customers at the various places in your territory? 3. In meeting other salesmen in the same line at a selling center, what "tricks of the trade" would you reserve to yourself? What special selling opportunities would you be willing to have them share with you? 4. What devices would you employ to "be ahead" with sales in a place visited by other salesmen in the same line? 5. What valuable point of information can you send home to the head house regarding the doings of salesmen of other houses? What would be the object of keeping it informed of the operations of competing houses in the various places you visited? 6. If you found that a competing house had entered upon an advertising campaign in some locality in your territory, what special advice would you send to the advertising manager of your home house? Write the letter or the telegram you would send him. 7. If an old, reliable customer at one of your selling centers suddenly reduced his orders from your house but continued dealing in the same line of goods, what would you suspect? What would you do toward solving the situation in your own favor? 8. To what extent would your knowledge of a community influence your activity in soliciting sales? 9. What means would you take to acquaint yourself with a sales center? Would close observation be sufficient? Would the information furnished by the home house be sufficient? 10. If you were selling goods at a place where your firm maintained a branch house, would your sales opportunities be strengthened? Why or why not?

LESSON XVI

The Credit System

1. How are large business concerns led into placing credit improperly? What do they require from a person or a firm before extending credit? 2. How many classes of credit seekers can you think of? Explain the methods of each type. 3. How many classes of credit delinquents can you think of? Discuss the causes of credit delinquency. 4. What devices do large houses employ to collect difficult debts? What is their last resort with delinquent debtors? 5. The collecting agency is sometimes called the middleman between debtor and creditor: Just what does this mean? 6. Explain the methods used by collecting agencies. How far are they dependent for help upon the houses they represent? What special difficulties confront them? What charges do they make? Is theirs a commission business? 7. How may an unprincipled debtor be forestalled in his schemes to defraud a house? Is a knowledge of law absolutely necessary to a collector? 8. Could big business dispense with the credit system as a medium of exchange? Do most large concerns set a limit to credit extension? If so, how do they do it? 9. Study and write effective letters of collection. What are the essential qualities of such letters? How largely do firms and collecting agencies depend upon letters for collecting money due them? 10. Discuss the subject of credit extension on the part of a wholesaler or manufacturer with that of a retailer or small shop keeper.

LESSON XVII

Advertising and Selling

1. To what extent must a retail house support its salesmen by advertising? a wholesale house? 2. To what extent and how can a salesman "back up" the advertising of his house? 3. Discuss the various kinds of advertising in connection with salesmanship, — letter, circular, novelty, newspaper, placarding, local, magazine, coupon, keyed, etc. 4. Discuss the relation between salesmanship and the advertising campaign. 5. How may competition be met on the road by live, clever advertising? 6. How are salesmen in the field able to help the home house in its advertising? 7. If you were a traveling salesman, should you like your house to advertise widely? Why or why not? 8. In what particular phase of your work as traveling salesman would house advertising be most helpful and welcome? 9. "A drummer's sample case is his best advertisement." — Discuss this statement *pro* and *con*. 10. Will the time come, do you think, when effective, widespread advertising will make the traveling

salesman unnecessary? If so, which type of salesman will be dismissed first? which last? which will not be affected at all?

LESSON XVIII

The Side Line

1. A traveling salesman oftentimes has a *side line*, — another commodity which he sells on his own account, or for a smaller firm than the one for which he is regularly traveling. If he is handling his side line privately, he sells it at odd moments on the road; if he is handling it for a minor or second house, he apportions to it as much time as his income from it and the relative importance of his houses justify. Some houses permit their salesmen to handle a side line; others forbid it. Many salesmen do a side-line business without the knowledge of the firm they are representing regularly. What are the advantages and the disadvantages of the side line, both to the salesman and to his house? 2. If you were a salesman, how would you go about establishing a side line for yourself? How would you negotiate for establishing it with a minor house? 3. If you were a salesman, would you consider handling as a side line, a commodity similar to the one you were selling regularly for a house? 4. If you were selling two different commodities, one for a house and one as your own side line, which would you consider the one to receive your best effort? Would it necessarily be the one that paid the better? Discuss this from all points of view. 5. Explain how a salesman could make his side line a sort of social matter. Could this be done, too, with his regular line? 6. Can you conceive of side-line sales being valuable to a salesman just in proportion as the side line itself is different from the regular line? Explain how. 7. What motives may prompt a road man to keep his side-line work a secret from the house? 8. When houses permit the side-line business, what difference in terms with salesmen do they exact, do you suppose? 9. Why do some houses forbid side-line work and others permit it? Do those that forbid it obligate themselves to anything? 10. To be a good salesman you must be an expert in your line. Is it possible, do you think, for one to be an expert in more than one commodity? Or is the statement untrue? May one be a good salesman and not be an expert? Does "bluffing" bring returns in selling?

LESSON XIX

Selling by Mail

1. Suppose you had charge of a large mail-order house, how would you departmentalize the work to be done? 2. What differences would you

have your heads of department make in the advertising matter sent out for the various departments? 3. How largely would photographic illustration figure in your folders, letters, and circulars? 4. How would you give your advertising matter personality and persuasiveness? Could you sell more cheaply than the regular retailer? Would this fact, if so, affect your advertising? 5. To what extent would you make the appeal for purchase through price lists? through comparison? through mailing conveniences? through premiums, rewards, and clubbing? 6. In what respects is a letter more appealing, more likely to get a purchase, than a circular or folder? 7. Discuss the house catalogue. Would you have one general catalogue or one for each department, or both? How would you make it attractive in form? What general statement would you include in it as to purchasing by mail? How and where would you circulate it? 8. If you were selling by mail, where would you get your goods? How would you deliver them? What facilities would you offer for inspection before purchase? What conveniences for the purchase of goods would you incorporate in your advertising? 9. What special problems of salesmanship does the mail-order house escape? What special ones does it have to solve for itself? With which of the three types of selling — wholesale, retail, specialty — does it deal almost exclusively? What special expenses attach to the mail-order business? What special economies are possible? 10. Discuss the question of territory in connection with the mail-order business. May it compete in any field? May it have branch houses? May it have voluntary commission agents?

LESSON XX

The Remuneration of Salesmen

1. Some road men are paid a salary and expenses; in addition to this some receive a commission on all goods sold over a certain amount; still others (especially beginners) are paid a commission and expenses only. Which of these three methods would you prefer and why? 2. Would your preference regarding the method of payment be influenced by the kind of commodity you were selling? 3. To what abuses does the payment of expenses lend itself? What methods may a house employ to detect such abuses? 4. Does commission selling lend itself to any abuses? Explain fully. 5. In what respects would the commission vary, do you suppose, for different salesmen; for different places; for different commodities? 6. What reasonable financial allowances would you make for your road men if you were the head of a large firm? 7. In what ways would you try to save money for the house if you were a traveling salesman? 8. The actual earning ability of a salesman for his house per year ranges all the

way from a few hundred dollars to many thousands. Explain how and why this is so. Enumerate and consider all the conditions that enter into a complete discussion of this fact. 9. Again, a salesman's personal earnings from his firm may range from a few hundred dollars to many thousands. Enumerate and consider all the conditions that make this wide range possible. 10. The number of salesmen per house on the road varies from two or three to many hundreds, according to the business importance of the house. Consider the financial problems thus involved, along with the other financial problems of a large house. Keep constantly in mind the proposition of "making it pay." 11. Are clerks and salesmen unionized? Are their salaries graded? What may the Saturday evening envelope contain besides salary? (It is very often the only means of communication between employer and employee. How many different kinds of communication may it therefore carry?)

LESSON [1] XXI

The English of Salesmanship

1. What types of composition, do you suppose, are most commonly used by salesmen — narration, description, exposition, argument? 2. Cite sale cases in which only one of these types may be necessary; cases in which all may be required. 3. Give an example of a sale condition that might require description first and argument afterward; argument first and exposition afterward. Produce oral and written illustration of other combinations of composition types in selling. 4. Which of the four types is most commonly used in mail-order selling? 5. How does the argument of selling differ from the argument of formal debate? In which of the two does refutation play the more important part? Illustrate. 6. Which of the four types is least necessary to selling? Why? 7. Explain how a good story, having nothing at all to do with commodities, may bring about a sale. 8. When exposition is used as a means of selling, what kind of exposition is it likely to be? Illustrate. 9. Imagine yourself trying to sell some commodity to an indifferent person. Outline the method you would use in talking to him. Make use of all four types of composition to some extent. 10. Taking various articles, — pianos, automobiles, books, sweeper, etc., —

(*a*) write descriptive and expository paragraphs about them;
(*b*) tell little stories appropriate to the articles, conducive to sale;
(*c*) draw up the brief for an argument you would make in trying to sell each.

[1] See note on page 140.

11. Salesmen are very often provided with a private prospectus on the article they are selling in which are set forth the telling features of the article, its superiority over others of the same kind, and the "selling tricks of the tongue." Devise such a prospectus for selling some particular thing, — a pair of skates, a certain kind of hat, a book, etc. 12. To what extent would it be wise for a salesman to memorize his prospectus?

LESSON XXII

Miscellaneous Review Questions

1. Discuss such organizations as The Wage Earners' Union, The Credit Men's Association, The Traveling Salesmen's Union, The Retail Grocer's Association, and many others like them, as to purpose, benefits, conditions of membership, etc. 2. Suppose you were to take a block of small shops and put them all into one building under your own centralized management, what benefits could you offer them as a result of the combination? How could their combination benefit you? In what ways would it be profitable for every one concerned? 3. Below are a few specimen *forms* in use in some of our large department shops. Examine them closely; explain the use and purpose of each. (Many others should be secured. It must be remembered of course that all business houses find it necessary to change their routine business forms very often.)

Form 250 1M-9-13-B.P.Co.

_____ 191

M

YOU ARE HEREBY INSTRUCTED TO **TRANSFER**

M

From	To
Dep.	Dep.

The section manager or head of department to whom a transferred employee is sent, will endorse the transfer slip and return it to the office of the general manager.

(Courtesy of R. H. Macy and Co.)

Charge Credit		Section	Salesperson
		Date	
Name.....		X	
Address.....		No. 2501	

STOCK-SIGNATURE	Quantity	Articles	Price	AMOUNT	

EXCHANGE CLERK'S SIGNATURE

Marshall Field & Company RETAIL RECEIPT		Section	Salesperson
		Date	
Name.....		X	
Address.....		No. 2501	

STOCK-SIGNATURE	Quantity	Articles	Price	AMOUNT	

IN CASE OF ERROR, PLEASE PRESENT THIS RECEIPT

E 12451

92	64	43	29	15	1
94	66	44	30	16	2
96	68	45	31	17	3
98	70	46	32	18	4
100	72	47	33	19	5
102	74	48	34	20	6
104	76	49	35	21	7
106	78	50	36	22	8
108	80	52	37	23	9
110	82	54	38	24	10
112	84	56	39	25	11
114	86	58	40	26	12
116	88	60	41	27	13
118	90	62	42	28	14

CASH CREDIT

E 12451 ☐

Section_____ Salesperson's No._____

Date_____

Name_____

Address_____

EXCHANGE CLERK | SECTION SIGNATURE | FLOORMAN

E 12451

Section_____

Salesperson's No._____

Amount_____

SECTION SIGNATURE

_____

To be sent to Auditing Division in Credit Voucher Envelope before 8:30 on Morning after issued.

(Courtesy of Marshall Field and Company)

Patent Applied For **This Receipt to be given to customer.**

DEPT. Book **H** **No** 658 **No** 50

*Date*_____ *191*

*Received of*_____

*Address*_____

*Why Returned*_____ *When Purchased*_____

*Clerk*_____ *Head of Stock*_____

TELEPHONE, 5200 MAIN

Frederick Loeser & Co. Inc.

In every detail the Leading Retail Establishment of Brooklyn.

N.B.—PLEASE KEEP THIS RECEIPT

Patent Applied For **No** 658 **This Copy to remain in Book** **No** 50

DEPT. Book **H**

*Date*_____ *191*

*Received of*_____

*Address*_____

*Why Returned*_____ *When Purchased*_____

*Clerk*_____ *Head of Stock*_____

TELEPHONE, 5200 MAIN

Frederick Loeser & Co. Inc.

In every detail the Leading Retail Establishment of Brooklyn.

Patent Applied For **Put this charge credit on file for office.**

DEPT. Book **H** **No** 658 **No** 50

*Date*_____ *191*

*Received of*_____

*Address*_____

*Why Returned*_____ *When Purchased*_____

*Clerk*_____ *Head of Stock*_____

TELEPHONE, 5200 MAIN

Frederick Loeser & Co. Inc.

In every detail the Leading Retail Establishment of Brooklyn.

Credit Slip written in Triplicate

MARSHALL FIELD & COMPANY.

CHICAGO. 61 29

9	10	11	12	1	2	3	4	5	6

INSPECTOR'S NO.	DATE	SALESPERSON'S NO.
	191	

Send To

Address

Near St. Apartment

Instructions Pkgs. to Enclose

For

Address

Quantity	ARTICLES	Price	Extension	

61 29

SALESPERSON'S NO.	INSPECTOR'S NO.	AM'T REC'D	AM'T OF SALE

MARSHALL FIELD & COMPANY.

RECEIPT

IN CASE OF NON-DELIVERY PRESENT THIS RECEIPT OR TELEPHONE PRIVATE EXCHANGE ONE – ASK FOR } ADJUSTING BUREAU

61 29

A Sales-slip

9	10	11	12	1	2	3	4	5	6

INSPECTOR'S NO.	DATE	SALESPERSON'S NO.
	191	

Send To

Address

Near St.

Apartment

Instructions 61

Pkgs. To Enclose

For

29

Address

Quantity	ARTICLES	Price	Extension	

SALESPERSON'S NO.	INSPECTOR'S NO.	AM'T REC'D	AM'T OF SALE

INSPECTOR'S RECEIPT

61 29

The Carbon Duplicate of the Slip Opposite

M

58114 D

Frederick Loeser & Co. Inc.

In every detail the Leading Retail Establishment of Brooklyn

1

CASHIER STAMP HERE

(Name)

(Address)

STAT

Customers buying in more than one department will save time by using a Transfer and insure goods being delivered together.

Always Repeat Name and Address to Customer. Write Plainly

Bought by

STAT

Send to

BOOK NO.

58114 D

ROUTE	FOLIO	LINE	DATE 191

CHECK NO.	SALES NO.	CARRIER	HOW SOLD OR CASH REC'D
1			

QUANTITY	WRITE ITEMS PLAINLY	AMOUNT

DO NOT WRITE ITEMS BELOW THIS LINE

CHECK NO.	SALES NO.	CASH REC'D	AM'T OF SALE
1			

Never Destroy a Check. Have it voided by proper Authority

BOOK NO.

58114 D STAT

Another Form of Sales-slip

58114 D

Frederick Loeser & Co. Inc.

In every detail the Leading Retail Establishment of Brooklyn.

1

(Name)

(Address)

STAT

Customers buying in more than one department will save time by using a Transfer and insure goods being delivered together.

Always Repeat Name and Address to Customer. Write Plainly

Bought by

STAT

Send to

BOOK NO.

58114 D

ROUTE	FOLIO	LINE	DATE 191

CHECK NO.	SALES NO.	CARRIER	HOW SOLD OR CASH REC'D
1			

QUANTITY	WRITE ITEMS PLAINLY	AMOUNT

Customers should carefully preserve this memorandum. Its presentation when making a claim, or returning goods for exchange or refund, will obviate all trouble and delay.

The Carbon Duplicate of the Sales-slip Opposite

4. Study the following advertisements. What light do they throw on the whole business of salesmanship?

SALES AND ADVERTISING MANAGER.—Do you want a Western Live Wire? Do you want a man 35 years of age who has none of that "Dad's-rich-I-get-down-to-business-at-ten" spirit more or less in evidence in New York? Do you want a Ginger-Jar in your organization? Can you use a college man (who has since spent 14 years in the broader and better school of Business Experience) who can plan and write your advertising; who can organize and enthuse your selling force; who knows men because he has rubbed shoulders with every sort in establishing selling agencies from the Pacific to the Atlantic? Are you willing and able to-day to pay for the services of such a man IN REAL CURRENCY and not in promises for "future delivery"? I'm now under contract as Sales and Advertising Manager for a $1,500,000.00 Western corporation. For family reasons, I want to locate in or near New York City. Can prove everything I claim for myself by my clean record of RESULTS and the statements of others who know my work. If you're not willing and able to pay at least $10,000 DON'T WASTE YOUR AND MY TIME ANSWERING THIS. Address M 111 Times.

SALESMAN.—Experienced and successful salesman wants permanent connection for city or road if desired; could maintain branch in New York for out-of-town concern. Address Room 209, 1,511 3d Av.

SALESMAN, (25,) would like to hear from a dress house that would care to be represented by a live hustler. Newarkite, Box M 117 Times.

SALESMAN desires to represent manufacturer of staple line, either locally or on road; hustler and can make good; references best. P 65 Times.

SALESMAN.—Twelve years' experience city and road, desires connection with reliable concern any moving line. M, 376 Times Downtown.

SALESMAN who has traveled South and West desires to connect with reliable firm; energetic. P 36 Times.

Agents Wanted

Liberal Salary With Cash Commission And Share in our profits. 50 valuable advertising premiums for customers bring quick sales. Your own 72-page catalog furnished. Experience unnecessary. Best season now. Credit given. Write immediately for particulars. Best Manufacturing Co., Division 5, Providence, R. I.

Young Man, Would You Accept And Wear A Fine tailor-made suit just for showing it to your friends? If you live in a town smaller than 10,000, write at once and get beautiful samples, styles and this wonderful offer. Banner Tailoring Company, Dept. 632, Chicago.

Agents Sell Guaranteed Hosiery, Underwear, and Sweaters for largest manufacturer in America. Easy work. Big pay. Complete outfit free. Write Madison Mills, Dept. 4A, 486 Broadway, New York City.

Sell Guaranteed Raincoats Direct To Consumer. Get our big offer and sample coat for free inspection. Capital or experience not required. Large profits. Write to-day. Queen Fabric Mfg. Co., Dept. 106, Syracuse, N. Y.

ART SHOP.—Will sell part interest in Art and Craft Shop to some one qualified to assume active management, thereby permitting present owner to establish wholesale branch: investments of from one to five thousand will be considered; exceptional opportunity for lady of artistic taste and executive ability. P 102 Times.

Splendid opportunity offered to gentleman commanding capital to associate and take active remunerative part in commercial enterprise pertaining to sanitary inventions for barber shops; no schemers or promoters; reference exchanged. Address A 145 Times.

BROADWAY, NEAR 79TH ST SUBWAY.
For rent term of years.
600-SEAT MOTION PICTURE THEATRE.
Four good-sized stores, second-story offices; ready occupancy within 60 days. Plans and particulars, E 501, 1,480 Broadway.

5. Enumerate and discuss the risks that shops take in extending credit. Explain what losses they would sustain if they did not extend credit. 6. Imagine and discuss cases in which politeness aided in making a sale; cases in which impoliteness delayed or prevented a sale. What difficulties stand in the way of always being polite? 7. Which is the most important

moment for making a sale, — when the person approaches an article, when she leaves, or when she hesitates before it? Discuss fully. 8. If you were the proprietor of a small shop, would you prefer to sell many articles or only one? Reasons. If you sold only one, would you prefer it to be pianos or shoes, millinery or bread? 9. What makes buying for a large shop more involved and difficult than buying for a small one? How many buyers has a large shop? a small one? 10. Study the following headlines clipped from various newspapers and discuss them in their relation to selling:

BUSINESS TROUBLES

MINING STOCKS

GRAIN SHIPMENTS OF THE WEEK

DRY GOODS MARKETS

PRODUCE MARKETS

TRADE SITUATION OF THE WEEK

RAILWAY EARNINGS

GOSSIP ON 'CHANGE

TOBACCO MARKETS

SHOE BUYERS

Early News of the Markets

COTTON GINNING RETURNS

Wheat in Good Condition

MONTHLY NET EARNINGS

BUTTER, EGGS AND CHEESE

FOREIGN MARKETS

AUCTION SALES

CATTLE MARKETS

REAL ESTATE NEWS

GRAIN AND PROVISIONS

MONEY REPORTS

ANNUAL REPORTS

SEMI-ANNUAL REPORTS

SHERIFFS' DEPARTMENT

INCOMING STEAMERS

WIRELESS REPORTS

LATEST CUSTOMS RULINGS

Rhinestone Bead Trimmings Reduced—
Rosaries Held as Assessed.

Arrival of Buyers

Arriving buyers may register in this column by telephoning 1000 Bryant.

Copper Stocks Increased

Articles of Incorporation

Builders' Supplies

BUSINESS NOTES

SIDELIGHTS ON SELLING

11. What have trade and consular reports to do with business? Examine the following and point out their value:

FOREIGN TRADE OPPORTUNITIES

Further information may be obtained from the Bureau of Foreign and Domestic Commerce, Washington, D. C., or at the bureau's office, Room 315, the Custom House by giving the number of the item referred to.

12,283. COTTONSEED OIL SOAP.—An English firm wants information as to makers of cottonseed oil soap in U. S., with a view to extending its connections.

12,284. STEEL BRIDGES.—From Bangkok, Siam, have been forwarded copies of plans and specifications for the supply of steel bridges. Tenders for these bridges must be in the hands of the Act. Controlling Eng., the Southern Line, Bangkok, by Feb. 21.

CONSULAR TRADE NOTES.

Consul Harris, Stockholm, reports that there have been numerous inquiries recently from America about Swedish peat. It is said that this article is of good quality, and that there is a good outlook for successful competition with the peat produced in Germany.

Despite many drawbacks there has been a steady increase in the exports of vegetable oils from China in the last four years. Heretofore the increase has been largely in soya bean oil from North China, but the increase in 1912 was effected in spite of a serious falling off in exports of bean oil. The principal increases in exports were noted in peanut oil, wood, teaseed, and other vegetable oils.

12. It is often said that the business interests control both newspapers and magazines. What is your opinion of this? How would it be possible? What makes it impossible? 13. Tell the story of a bit of wool, from the sheep in the field to a suit of clothes. Explain how it comes into contact with the newspaper, the magazine, advertising and selling while making its journey. Treat other subjects in the same way, — iron, gold, cotton, feathers, etc. 14. What devices do retail houses employ to enliven the lull in business which follows a "rush" season? Are wholesale houses confronted with spasmodic business as a result of seasons? If so, how do they treat it? 15. In what ways does a general failure of crops (or of a crop) in a certain area of country affect sales? 16. Discuss the following topics in their relation to selling:

(1) Importing
(2) Exporting
(3) Taxes
(4) Tariff legislation
(5) Freight and cartage rates (f. o. b. — f. i. c.)
(6) The declaration of dividends

17. Summarize from your study the relation of the salesman to customer, to buyer, to employer, to the house system, to credits, to other employes, and to the public in general. 18. Explain fully what is meant by a "sales campaign." How is it organized and why? How is it conducted? 19. What is meant by "closing a deal"? To what department of selling does it belong, as a phrase? Explain the process of closing a deal in the sale of real estate or in the sale of a large assignment of goods? To what extent does the individual salesman figure in such an operation? 20. To what extent and how does an active and efficient salesmanship connect a large house with the banking and investing in-

terests in the community? Why do some large shops have their own banks in their own buildings? 21. Outline the steps you would make in a sale, say, of pianos, real estate, rugs, foods, jewelry, or some other commodity. 22. How may conversation with other salesmen on the road be of service to a salesman? 23. If you were a salesman, would you appeal in your arguments to the reason or to the feelings? What is the difference between the two in selling? 24. How far is it possible for a salesman to make his customer argue for him? Try this question out in a class exercise, — you make clever suggestions that call forth questions or statements from the customer. 25. Explain what is meant by a chart of trade. Tell what its value may be. Draw up such a chart for the sales of your school paper or for the returns from some athletic event. 26. What would you say to a buyer who refused to buy of you because he felt he must patronize home trade or manufacture? 27. Explain how it might be possible for a salesman to effect a sale without talking. (Think of an instructor performing an experiment before a class.) 28. What do you understand by service and system bureaus? Do they make for increased efficiency? Are they good advertisements? 29. Define the following department shop terms: *Auditing department, aisle manager, timekeeper, system manager, invoice manager, sales manager, mail-order manager, head of stock, critic or "spotter," social secretary, credit manager, merchandise man.* Add others to the list and arrange them under proper organization heads. 30. Write a letter of apology for an erroneous bill. 31. Outline and explain a system of salesmanship profit-sharing. 32. *"The nature of salesmanship is such and the competition in it is so keen, that unsupported statements become almost part and parcel of the business."* Discuss this *pro* and *con* and trace out the results of unsupported statement and overstatement in selling. 33. Discuss the problem of returned goods. How many things may be to blame for returned goods? Are they placed on the market to be re-sold? In case the salesman is to blame for their return, what happens? In case the railroads or express companies are to blame, what happens? Do all firms take goods back? What conditions are imposed for the return or the exchange of goods? 34. What relation does the prompt and efficient delivery of goods bear to selling? How may the one affect the other? 35. Outline and write a composition on "My Model Department Shop" or "The Model Traveling Salesman."

THEME TOPICS

1. "Easy Terms"
2. "On Trial"
3. Retail Selling
4. Wholesale Selling

5. Specialty Selling
6. Samples
7. Locality as a Factor in Selling
8. Seasons as Factors in Selling
9. "On the Road"
10. "Behind the Counter"
11. The Clerk and the Salesman
12. The "Just-as-good" Trick
13. The "Anything-else" Trick
14. "Seconds"
15. The Middleman
16. The "Easy Mark"
17. The "Busy Proposition"
18. The "Hard Proposition"
19. Sales Devices
20. Sales Abuses
21. Special Inducements
22. Good Will in Selling
23. Fixed Prices
24. Cut Prices
25. The Problems of the Buyer
26. The Price Mark
27. The Selling Letter and Circular
28. Credit Systems
29. Saving Money for the Firm
30. Wasting Money for the Firm
31. Sales Records
32. Selling by Mail
33. Developing New Territory
34. Retaining Old Territory
35. Influencing, Convincing, Persuading
36. Planning a Sale Attack
37. Getting a Difficult Sale Approach
38. The Side Line
39. The Competitor at the Same Hotel
40. The "Fussy" Customer
41. Bargain Counter Schooling
42. The Installment Plan
43. Following up Prospects
44. The Near-Sale and What to Do With It
45. "Repeat" Business
46. Paving the Way for Salesman
47. Salaries, Commissions, and Wages

48. "Knowing the Road"
49. Backing up Advertising
50. Regaining Lost Business
51. The Business of Collection
52. The Troublesome Debt
53. Collecting for a Certain Firm
54. Collecting by Call
55. Collecting by Letter
56. Collecting by Law
57. Interest on Tardy Payments
58. Methods of Delivering Goods
59. "In Arrears"
60. Answering Questions
61. Salesman Under Bond
62. The Salesmanship Bonus
63. Profit-Sharing in Salesmanship
64. House Organs for Buyers
65. House Organs for Customers
66. House Organs for Salesmen
67. The Negative Buyer
68. The Positive Buyer
69. Complaints and Their Adjustment
70. Secret Price Marks
71. Mill-End Sales
72. Job Lots
73. Remnant Sales
74. Sales by the Hour
75. Benevolence as an Asset in Business
76. Admissions as an Asset in Selling
77. When to Show the Samples
78. Good and Bad Demonstrations
79. Daily and Weekly Sales Reports
80. Exclusive Territory
81. The Jobber, The Dealer, The Middleman
82. Letters *versus* Interviews
83. Conversational Selling
84. Expository Selling
85. Argumentative Selling
86. The "Over-Talk"
87. The Everlasting "I" (or "We" or "My Firm")
88. What the Other Man Sells
89. Refutation in Selling
90. "Your Price is Too High"

91. The Salability of Various Articles (Shoes, Clothing, etc.)
92. Initiative in Salesmanship
93. Creative Ability in Salesmanship
94. Variety in Sales Talks
95. "Waited On, Madam?"
96. The Buyer Who Delays
97. Watching the Papers
98. The Various Appeals in Selling
99. Preparation for a Sale
100. Serving Two Customers at One Time

SUMMARY OUTLINE FOR REVIEW OF SALESMANSHIP

(See Foreword, page VIII.)

I. Salesmanship
   1. Definition
   2. Kinds

II. Commodities
   1. Kinds
      (*a*) Necessities
      (*b*) Comforts
      (*c*) Luxuries
   2. Relative values
   3. Fluctuations

III. Small shop selling
   1. Duties
   2. Limitations
   3. Comparison with department shop

IV. Department shop selling
   1. The organization
   2. The system
   3. Opportunities
   4. Special privileges
      (*a*) The bargain counter
      (*b*) The sales credit system
   5. Promotion
   6. Individuality

V. Buying
   1. Buying *versus* selling
   2. Buyers and salesmen
      (*a*) Their relations

3. The buyer's problems
4. Over- and under-stocking
5. Meeting emergencies
6. "Keeping tabs"

VI. Clerks, salesmen, and representatives (drummers, canvassers, agents, road men, etc.)
1. Definitions
2. Differences
3. Kinds of each

VII. Road selling (The traveling salesman)
1. The peculiar problems
2. The peculiar opportunities

VIII. The representative, etc. (See VI)
1. Specialization
2. Quality
3. Popularity

IX. Getting the approach
1. The "easy mark"
2. The "busy proposition"
3. The "hard proposition"

X. Territory ("field")
1. New territory
2. Old territory
3. Maintaining and increasing territory

XI. Sales plans and devices
1. "Repeat" business
2. "Being first"
3. The good story
4. Touching old experiences of prospective customers
5. "Hustling"
6. "Write-ups"
7. Comparisons
8. The installment plan
9. "On trial"
10. Premiums
11. "Anything else?"
12. "Just as good," etc.

XII. Meeting competitors
1. The brother seller
2. The better article
3. The patented improvement
4. "Going one better"

XIII. Remuneration of salesmen
1. Wages
2. Salaries
3. Commissions
4. Benefits afforded by firm
5. Abuses practiced by salesmen
6. Saving money on both sides

XIV. Advertising in its relation to selling
1. Its help to the salesman
2. The salesman's advice in regard to advertising
3. Adjustment between advertising and sales
4. Competition in advertising
5. The sample case
6. The novelty
7. The circular
8. The letter

XV. The side line
1. Permitted
2. Not permitted
3. Secret
4. Its use and abuse

XVI. Seasons, occasions, and localities
1. Their meaning
2. Their effect on sales
3. Their adoption
(*a*) By law
(*b*) By business

XVII. Selling by mail
1. Its problem
2. Its advantages
3. Its organization
4. Cataloguing and circularizing

XVIII. Good manners in selling
1. A business asset
2. Comparison of American with foreign salesmen
3. The "fussy" customer
4. The "not-to-day" customer
5. The "just-looking" customer, etc.

XIX. Salesmanship as a life work
1. Its interest
2. Its closeness to real life

3. Its hardships
4. Its opportunities
5. Its specialization
6. Can *any one* be a salesman? etc.

XX. Composition types in their special relation to salesmanship
1. Argument
2. Exposition
3. Description
4. Narrative
(*a*) The anecdote

APPENDIX

CONTENTS OF APPENDIX

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APPENDIX

THE following bibliography includes some, by no means all, of the best books and articles on the subjects treated in this text. The literature is a rapidly increasing one and pupils and teachers need to be constantly alert for new publications. They should also acquaint themselves with articles in encyclopedias bearing upon the newspaper, the magazine, advertising and salesmanship, and they should be familiar with the materials in the current magazines, especially such as pertain to business and industry, — *System, Printer's Ink, Modern Methods, Judicious Advertising, Advertising and Selling, American Industries, The Caxton, Daily Consular and Trade Reports,* etc., etc. Many newspaper and printing establishments issue valuable pamphlets from time to time relative to printing and the newspaper (The R. Hoe Company has published an excellent article on THE HISTORY OF PRINTING) which should also be consulted. Last but by no means least, the house organs of the many large business concerns throughout the country should be kept on file for constant reference and classroom use.

BOOKS ON JOURNALISM

Journalism and Literature, and Other Essays, by H. W. Boynton; *Essentials of Journalism*, by Harrington and Frankenberg; *The Making of a Journalist*, by Julian Ralph; *Masters of Journalism*, by T. H. S. Escott; *The Making of a Newspaper*, by John L. Given; *The Newspaper*, by G. Binney Dibblee; *The Writing of News*, by Charles G. Ross; *Journalism in the United States*, by Frederic Hudson; *Newspaper Reporting in Olden Times and To-day*, by J. Pendleton; *Practical Journalism*, by E. L. Shuman; *The Career of a Journalist*, by Wm. Salisbury; *The American Newspaper*, by J. E. Rogers; *Essentials of Modern Journalism*, by a London Editor; *Commercialism and Journalism*, by Hamilton Holt; *Journalism for Women*, by E. A. Bennett; *A History of English Journalism to the Foundation of the Gazette*, by J. B. Williams; *A History of British Journalism*, by A. Andrews; *Gaining a Circulation*, by C. M. Krebs; *The Making of a Newspaper Man*, by S. G. Blythe; *Newspaper Writing and Editing*, by W. G. Bleyer; the memoirs and lives of great newspaper men, such as Horace Greeley, William H. Russell, Henry M. Singleton, Henri Rochefort, and others.

Books of General Economic Interest

Getting a Living, by G. L. Bolen; *A Bundle of Letters to Busy Girls*, by Grace H. Dodge; *The Evolution of Industry*, by D. H. Macgregor; *Social Values, Industrial Education, The Standard of Living Among the Industrial People of America* (in the Hart, Schaffner and Marx Prize Essay Series, — Houghton, Mifflin, and Company); *A Living Wage: Its Ethical and Economic Aspects*, by J. A. Ryan; *Vocations for Girls*, by E. W. Weaver; *Captains of Industry*, by James Parton; *Industry and Progress*, by Norman Hapgood; *Work, Wages and Profits*, by H. L. Grant; *The Meaning and Practice of Commercial Education*, by C. A. Herrick; *Municipal Administration*, by J. A. Fairlie; *Business and Education*, by Frank A. Vanderlip; *The Higher Education as a Training for Business*, by Henry Pratt Judson; *The Cost of Competition*, by Sidney A. Reeve; *Industrial Efficiency*, by Arthur Shadwell; *Modern Industrialism*, by Frank L. McVey; *Problems of Modern Industry*, by Sidney and Beatrice Webb; *The Purchasing Power of Money*, by Irving Fisher; *The Theory of Business Enterprise*, by Thorstein Veblen; *The Trust Problem*, by Jeremiah Whipple Jenks.

Books on Advertising, Selling, and Business Organization

Advertising and Selling, by H. L. Hollingsworth; *Ads and Sales*, by Herbert Newton Casson; *Analytical Advertising*, by W. H. Shryer; *The Art and Science of Advertising*, by George French; *The Art of Selling*, by Arthur Frederick Sheldon; *Banking Publicity*, by Francis R. Morrison; *The Business of Advertising*, by Clarence Moran; *Financial Advertising*, Edited and Compiled by William Borsodi; *Ginger Talks*, by W. C. Holman; *Human Nature in Selling Goods*, by James H. Collins; *Influencing Men in Business: The Psychology of Argument and Suggestion*, by Walter Dill Scott; *Making him Buy: The Selling End of It*, by Henry C. Lawrence; *Men Who Sell Things*, by Walter D. Moody; *Modern Advertising*, by Ernest Elmo Calkins and Ralph Holden; *The New Salesmanship*, by Charles Lindgren; *Practical Salesmanship: A Treatise on the Art of Selling Goods*, by Nathaniel C. Fowler, Jr., Assisted by 29 Expert Salesmen, Sales-Managers and Prominent Business Men; *The Principles of Practical Publicity*, by Truman A. De Weese; *The Principles of Salesmanship, Deportment and System*, by William Ametius Corbion; *The Psychology of Advertising*, by Walter Dill Scott; *Pushing Your Business: A Text-Book of Advertising*, by T. D. MacGregor; *The Relative Merit of Advertisements*, by Edward K. Strong, Jr.; *Sales Plans*, Compiled and Edited by Thomas A. Bird; *Successful Advertising: How to Accomplish It*, by J. Angus MacDonald; *The Theory and Practice of Advertising*, by Walter Dill Scott; *Trade Advertising* (Men's Wear, Jewelry, Grocery,

Hardware, etc.), Compiled and Edited by William Borsodi; *The Art of Handling Men*, by James H. Collins; *Essential Elements of Business Character*, by Herbert Stockwell; *How Brain Power Wins Business Success*, by Frank Channing Haddock; *Imagination in Business*, by Loring F. Deland; *Power for Success*, by Frank Channing Haddock; *Thoughts on Business*, by Waldo Pondray Warren; *Plain Talks on Advertising*, by F. L. Blanchard; *The Science of Advertising*, by N. W. Ayer; *Publicity*, by N. C. Fowler; *Effectual Magazine Advertising*, by F. Bellamy; *Quaint and Curious Advertisements*, by H. M. Brooke; *The Advertisements of The Spectator*, by L. Lewis; *Selling Forces*, by Richard J. Walsh; *What a Salesman Should Know*, by Henry C. Taylor; *What an Advertiser Should Know*, by Henry C. Taylor; *Selling Newspaper Space*, Joseph E. Chasnoff.

A Bonus System of Rewarding Labor, by H. L. Gant; *Business Administration: The Principles of Business Organization and System, and the Actual Methods of Business Operation and Management*, by S. C. C. Parsons; *Business Organization*, by Lawrence R. Dicksee; *Commentary on the Science of Organization and Business Development*, by Robert J. Frank; *Factory Organization and Administration*, by Hugo Diemer; *Increasing Human Efficiency in Business*, by Walter Dill Scott; *Industrial Plants: Their Arrangement and Construction*, by Charles Day; *Introduction to Business Organization*, by Samuel E. Sparling; *The Principles of Scientific Management*, by Frederick W. Taylor; *Shop Management*, by Frederick Taylor; *The Twelve Principles of Efficiency*, by Harrington Emerson; *Grocery Business Organization and Management*, by C. L. T. Beeching, with chapters on *Buying a Business*, *Grocer's Office Work*, etc., by J. Arthur Smart; *How to Do Business as Business Is Done in Great Commercial Centres*, by Seymour Eaton; *Insurance Office Organization, Management and Accounts*, by T. E. Young and Richard Masters; *A Manual of Corporate Management*, by Thomas Conyngton; *A Manual of Corporate Organization*, by Thomas Conyngton; *Office Organization and Management, Including Secretarial Work*, by Lawrence R. Dicksee and H. E. Blain; *Shipping Office Organization, Management and Accounts*, by Alfred Calvert; *The Workings of Railroads*, by Logan G. McPherson.

Periodical Articles on Journalism and Advertising

The Vocation of the Journalist, by D. C. Banks, Nineteenth Century and After, (vol. 59, pp. 788–800, London, 1906); *Is a Newspaper Possible?* by a New York Editor, Atlantic Monthly, (Boston, 1908, vol. 102, pp. 441–442); *Journalism as a Profession*, by Walter Avenel, Forum, (N. Y. 1898, pp. 366–74); *The Newest Journalism*, by Albert E. Cave, Contemporary Review, (vol. 91, p. 1832, London, 1907); *The Making and Reading of Newspapers*, by Baron H. Courtney, Contemporary Review, (vol. 79,

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A Few Daily, Weekly, Monthly, and Quarterly Publications

The list of over two hundred American and Canadian dailies, weeklies, monthlies, and quarterlies here following is of course by no means exhaustive. It has been necessary to omit a great many names equally as important as those given. The aim in the selection has been to cover a wide geographical range as well as to present a wide variety in periodical nomenclature. For additions to the list, subscription rates, club rates, and the principal English, French, and German periodicals the pupil should

consult the latest American Newspaper Directory and the catalogues of the American News Company.

Dailies

Albany Argus
Albany Evening Journal
Albany Knickerbocker Press
Arizona Citizen
Arizona Republican
Arizona Star
Atlanta Constitution
Atlanta Georgian
Atlanta Journal
Austin Statesman
Baltimore American
Baltimore Sun
Bond News
Boston Globe
Boston Evening Record
Boston Herald
Boston Journal
Boston Post
Boston Evening Transcript
Brooklyn Daily Eagle
Brooklyn Citizen
Brooklyn Times
Buffalo Commercial
Buffalo Courier
Buffalo Express
Chicago Daily Journal
Chicago Daily News
Chicago Examiner
Chicago Farmers' and Drovers' Journal
Chicago Illustrated Staats-Zeitung
Chicago Inter-Ocean
Chicago Live Stock World
Chicago Record Herald
Chicago Post
Chicago Tribune
Chicago Standard
Christian Science Monitor
Cincinnati Enquirer
Cincinnati Post
Cincinnati Times-Star
City Record, N. Y.
Cleveland Leader
Cleveland Plain Dealer
Council Bluffs Nonpareil
Courier des États-Unis
Daily Banker and Stockholder
Daily Trade Record
Denver Express
Denver Post
Denver Republican
Denver Rocky Mountain News
Detroit Free Press
Detroit Journal
Detroit News
Detroit Tribune
Drovers' Journal and Stockman
Drovers' Telegram
Duluth Herald
Florida Times-Union
Hartford Courant
Hartford Post
Hartford Times
Hartford Crimson
Honolulu Star Bulletin
Houston Post
Idaho Statesman
Il Progresso Italo American
Illinois State Journal
Indianapolis News
Indianapolis Spottvogle
Indianapolis Star
Indianapolis Sun
Iowa Capital
Iron Trade Review
Journal of Commerce

Kansas City Star
L'Araldo Italiano
Landmark
Law Journal
London Advertiser
London Free Press
Los Angeles Examiner
Los Angeles Times
Louisville Commercial
Louisville Courier Journal
Louisville Post
Marathon Exchange
Mining Record
Minneapolis Journal
Minneapolis Times
Minneapolis Tribune
Montreal Gazette
Montreal Star
Muscatine Journal
Nashville Banner
New Haven Journal Courier
New Haven News
New Haven Register
New Haven Times-Leader
New Mexican
New Orleans Item
New Orleans Times-Democrat
New York American
New York Call
New York Commercial
New York das Morgen Journal
New York Evening Call
New York Evening Journal
New York Evening Mail
New York Evening Post
New York Evening Telegram
New York Globe
New York Herald
New York Journal of Commerce
New York Morning Telegraph
New York Press
New York Staats-Zeitung
New York Sun
New York Telegraph
New York Times
New York Tribune
New York World
New Yorker Volkszeitung
New Yorker Zeitung
Newark Evening News
Ohio State Journal
Omaha Daily News
Omaha Daily Bee
Omaha News
Omaha World-Herald
Philadelphia Inquirer
Philadelphia Item
Philadelphia North American
Philadelphia Press
Philadelphia Public Ledger
Philadelphia Record
Pittsburgh Dispatch
Pittsburgh Gazette-Times
Pittsburgh Leader
Pittsburgh Post
Pittsburgh Sun
Pittsburgh Telegraph
Pittsburgh Volks-Platt
Portland Oregonian
Providence Evening Bulletin
Providence Journal
Providence News
Providence Tribune
Rochester Herald
Rochester Post Express
Rochester Union and Advertiser
Rural Route Republic
St. Louis Abend und Anzieger
St. Louis Globe-Democrat
St. Louis Post-Dispatch
St. Louis Republican
St. Louis Star
St. Louis Times
St. Paul Dispatch
St. Paul Globe
St. Paul News

St. Paul Pioneer Press
Salt Lake City Tribune
San Francisco Bulletin
San Francisco Call
San Francisco Chronicle
San Francisco Examiner
San Francisco Post
Seattle Post and Intelligencer
Skandinavian
Springfield Republican
Springfield Union
Syracuse Journal
Toledo Blade
Toronto Globe
Troy Times
Virginia Pilot
Wall Street Journal
Wall Street News
Washington Herald
Washington Post
Washington Evening Star
Washington Times
Worcester Spy

Weeklies

All Story Magazine
America
American Banker
American Citizen
American Economist
American Sportsman
Argonaut
Army and Navy Journal
Bellman
Brooklyn Life
California Fruit Grower
Catholic News
Chief
Christian Advocate
Christian Endeavor World
Christian Herald
Christian Leader
Christian Science Sentinel
Christian World
Clipper
Collier's Weekly
Commoner
Congregationalist
Continent
Country Gentleman
Dial
Dramatic Mirror
Dry Goods Economist
Editor and Publisher
Electrical World
Engineering News
Field and Fancy
Field
Financial Review
Fourth Estate
Gospel Messenger
Harper's Weekly
Hebrew Standard
Independent
Irish World
Iron Age
Journal of Education
Judge
Leslie's Weekly
Life
Literary Digest
Littel's Living Age
Living Church
Medical Journal
Medical Record
Metal Worker
Mining Science
Mining and Engineering World
Monitor
Musical America
Musical Courier

Nation
New England Farmer
Ohio Farmer
Open Court
Outlook
Pathfinder
Presbyterian
Printer's Ink
Puck
Rider and Driver
San Francisco Argonaut
Saturday Evening Post
School
Science
Scientific American
Texas Farmer
Town and Country
Town Topics
Truth Seeker
Variety
Women's Wear
Youth's Companion

Monthlies

Advertising and Selling
Aëronautics
Ainslee's Magazine
American Boy
American Chemical Journal
American Educational Review
American Industries
American Journal of Sociology (bi-monthly)
American Magazine
American Women's Review
American Youth
Arena
Argosy
Atlantic Monthly
Automobile
Baseball Magazine
Biblical World
Black Cat
Blackwood's Magazine
Blue Book Magazine
Book News Monthly
Bookman
Burlington Magazine
Business
Business Educator
Canadian Magazine
Cassell's Magazine
Catholic Educational Review
Century Magazine
Chautauquan
Chicago Magazine
Christian Science Journal
Contemporary Review
Correct English
Cosmopolitan
Country Life in America
Craftsman
Critic
Current Events
Delineator
Editor (bi-monthly)
Educational Review
Electrocraft
Engineering Magazine
English Journal
Etude
Everybody's Magazine
E. W. Howe's Monthly
Expositor and Current Anecdotes
Farm Journal
Farm Life
Fine Arts Journal
Fortnightly Review
Forum
Fra
Garden Magazine
Gentlewoman

Good Government
Good Housekeeping
Good Roads
Graphic Arts
Handicraft
Harper's Bazar
Harper's Magazine
Hearst's Magazine
Home and Country
Homiletic Review
House Beautiful
House and Garden
Housewife
Humorist
Journal of Accountancy
Journal of Agriculture
Journal of Political Economy
Judge
Judicious Advertising
Kansas Workman
Ladies' Home Journal
Ladies' World
Liberator
Lippincott's Magazine
Little Folks
Lyceumite and Talent
McCall's Magazine
McClure's Magazine
Masses
Medical Review
Medical Review of Reviews
Medical Standard
Medical World
Methodist Review
Metropolitan Magazine
Mines and Minerals
Mining Magazine
Missionary Herald
Modern Language Notes
Modern Methods
Monthly Review
Moody
Mother's Magazine
Motor Boating
Motor Field
Motorist
Munsey's
Musician
National Food Magazine
National Magazine
National Poultry Magazine
National Sportsman
Nautilus
Needlecraft
New York Architect
Nineteenth Century and After
Normal Instructor
North American Review
Obiter Dicta
Opportunity
Organist's Journal
Outing
Outlook
Overland Monthly
Pacific Churchman
Pacific Coast Merchant
Pacific Medical Journal
Pearson's Magazine
People's Home Journal
Philistine
Photo Era
Physical Culture
Pitman's Journal
Popular Electricity
Popular Magazine
Popular Mechanics
Popular Science Monthly
Poultry
Primary Education
Printing Art
Progressive Thinker
Railroad Man's Magazine
Red Book Magazine
Review of Reviews
St. Nicholas
Salesman

School Education
School Journal
School World
Scribner's Magazine
Shield's Magazine
Shorthand Writer
Short Stories
Smart Set
Smith's Magazine
Southern Educational Reviews
Southern Planter
Sports
Stage Pictorial
Sterling Magazine
Strand Magazine
Suburban Life
Sunset Magazine
System
Table Talk
Teacher's Magazine
Technical World
Telegraph and Telephone Age
Theatre Magazine
Tourist Magazine
Trail
Trained Nurse
Travel
Twentieth Century
Uncle Remus' Home Magazine
Violinist
Vogue (semi-monthly)
Western Druggist
Western School Journal
Western Teacher
Westminster Review
Whist
Wide World Magazine
Woman's Home Companion
Woman's Magazine
Wood Craft
Word
World To-day
World's Work

Quarterlies

Alienist and Neurologist
American Bank Reporter
American Economic Review
American Historical Review
American Journal of Insanity
American Journal of International Law
American Journal of Mathematics
American Journal of Numismatics
American Journal of Philology
American Journal of Semitic Languages and Literature
American Journal of Theology
Annals of Ophthalmology
Annals of Orthology
Brain
Camera Work
Classical Philology
Classical Quarterly
Economic Journal
Edinburgh Review
Everyland
Forestry Quarterly
Hibbert Journal
Household Arts Review
International Journal of Ethics
International Review of Missions
Jewish Quarterly Review
Journal of Abnormal Psychology
Journal of American Folk Lore
Journal of American History
Journal of Inebriety
Journal of Pedagogy
Judge Quarterly
Lutheran Quarterly
Massachusetts Magazine

May Manton's Fashion Book
Modern Philology
Monist
New Church Review
New Shakespeareana
Pedagogical Seminary
Pickings from Puck
Poet Lore
Political Science Quarterly
Princeton Theological Review
Publications of American Economic Association
Puck's Quarterly
Quarterly Journal of Economics
Quarterly Review
Terrestrial Magnetism
Theosophical Quarterly
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MAR 26 1915

THE following pages contain advertisements of a few of the Macmillan books on kindred subjects

Elements of Composition

By Professor HENRY S. CANBY, Sheffield Scientific School, Yale University, and Mr. JOHN B. OPDYCKE, Julia Richman High School, New York City

Cloth, 12mo, 593 pages, $1.00

The characteristic feature of this book is that the authors see the end from the beginning and never lose sight of it. That end is the ability on the part of the pupil to write clearly, correctly, and intelligently. From start to finish the appeal is to the intelligence rather than to mere form. The fact that before all else there must be something to say is emphasized in the first two chapters on "Composition" and "Shaping the Material." The remainder of the book is simply a study of different ways and the best ways of saying what is to be said.

The manner of approach is psychological. Part I contains (1) choice of subject; (2) arrangement of what you want to say; (3) the use of the sentence as the expression of a single thought; (4) the use of the paragraph; (5) the structure of the whole composition; (6) the choice of the right word to express meaning nicely. Part II is a study of the recognized forms of composition, exposition, argument, description, narration, the story. In Part III, *Aids to Composition*, there are given for reference necessary details concerning spelling, punctuation, capitalization, grammatical forms, figures of speech, etc. Throughout the book there are abundant exercises and illustrative excerpts that serve to emphasize the point under consideration. The book is a unit, the plan works.

PRAISE FROM BOTH SIDES OF THE ATLANTIC

An English reviewer for "Education" (London), October 24, 1913, wrote as follows:

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suggestions, their wide outlook, and their attempt at some amount of scientific surety, with a treatment, however, that does not repel by too formal a presentment.

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